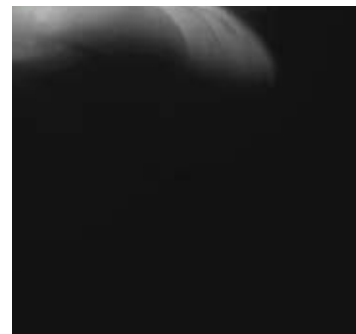
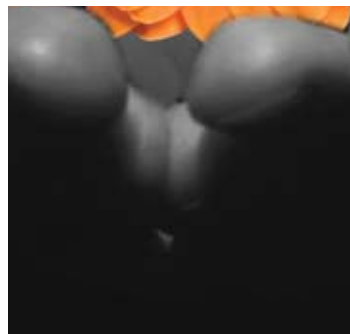
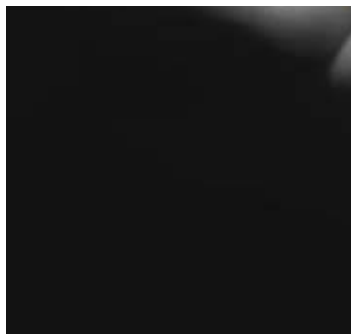


**United**Health Services

# Foundation

GROWING  
THROUGH  
GIVING

**2008** ANNUAL REPORT



# GIVING AND KINDNESS



**Betsy Pietriyk**  
*Executive Director,  
United Health Services  
Foundation*

If we focus too much on the news these days, it's easy to feel blue about the economic situation in the world around us. With the woes of the economy on everyone's mind, from Main Street to Wall Street to the White House, it can

be difficult to see a silver lining. But here in Greater Binghamton, we have a wealth of good friends and neighbors who aren't afraid to roll up their sleeves, offer a helping hand and inspire us to find new ways to get through tough times.

One of the lasting legacies of our community is the giving nature of its residents. This has never been more evident than in the generosity demonstrated to the Foundation and its mission in 2008. We had set an ambitious

goal for our community-wide Annual Appeal, aimed at funding a new ambulatory surgery and pre-admission testing facility near the Wilson campus. And, despite the downturn in the economy, giving increased nearly 10 percent – to \$210,061 – over the previous year. Likewise, when the goal of the Employee Appeal was set at \$110,000, it was already a 14.5 percent increase over the previous year's, but United Health Services staff exceeded that figure, opening their wallets to the tune of \$114,420.

This kind of generosity has positive consequences for our patients and the people who care for them through our facilities and services. It was the groundwork laid by this outpouring of generosity that enabled us to provide \$988,032 in grant funding during 2008 to benefit the work of United Health Services Hospitals, Ideal Senior Living Center and Twin Tier Home Health.

But the exceptional volunteering and giving that have been demonstrated by the Foundation's

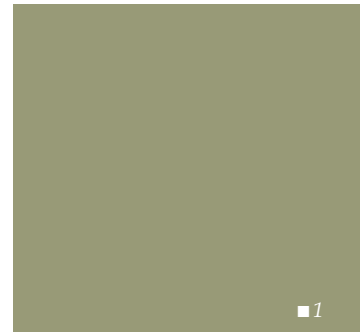
supporters during the year can't be measured in dollars alone. It's not about the money, but the impact, the good that those dollars do, the difference that they make in the lives of people receiving care and experiencing healing. That's a legacy we can be proud of, and a result that will be of immeasurable value to our community for years to come.

## **A WORD ABOUT THE ANNUAL REPORT AND DONOR RECOGNITION**

At the Foundation, we're always seeking ways to save money, save paper (and trees) and give our donors the widest possible recognition. So this, the print edition of the 2008 Annual Report, is a bit smaller than usual. You won't find our usual pages of donor names. Instead, the list of names appears in full on the United Health Services Web site, [www.uhs.net](http://www.uhs.net). We believe this is the best way to hold down costs and be environmentally sensitive while at the same time making sure our contributors receive the recognition they deserve. Your comments on this change are welcome.

*Goodness is the only investment that  
never fails.*

**Henry David Thoreau**



# A BANNER YEAR

## 2008 ANNUAL APPEAL

When a patient faces surgery, the last thing they need is a complicated schedule of pre-admission testing with appointments in different medical offices. Thanks to the generosity of contributors to the 2008 Annual Appeal of the United Health Services Foundation, patients will soon be able to have all pre-admission testing completed during a single visit to one location.

The new pre-admission testing facility is under construction at 52 Harrison St., across from Wilson Medical Center in Johnson City. It will serve ambulatory surgery patients from both Wilson and Binghamton General Hospital by providing a one-stop location for lab draws, X-rays, EKGs and other services required prior to scheduled surgery. The United Health Services Ambulatory Surgery Department also will be located in the same building.

In support of this important project, the Foundation's 2008 appeal set out to collect

\$210,000 to help fund capital equipment for the facility, including radiology and EKG equipment, as well as furniture for offices and exam rooms. In all, the Foundation expects to contribute \$469,950 toward the equipment purchases.

To reach their goal for the appeal, Foundation staff and committee members put a strong emphasis on pre-kickoff fundraising and collected over \$75,000 as of October 2008. Donations continued to arrive throughout the fall and by late December the final tally reached \$210,061. Betsy Pietriyk, executive director, said she always remained confident about the fundraising goal, which represented nearly a 10 percent increase over that of the prior year.

"I knew that with Carolyn Mancini as our chair and with the great group of vice chairs on our side, there was no way we could miss," Betsy said. "And it's very significant that a

good chunk of the money raised for the '08 campaign is from people who are new to supporting our Annual Appeal."

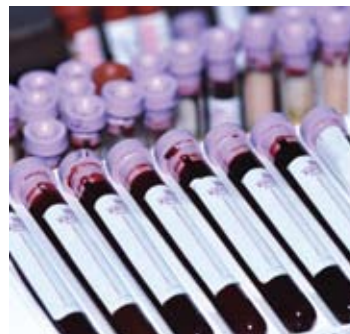
Carolyn Mancini, of OGGI Concrete, Endicott, is a Foundation trustee who enthusiastically assumed her role as chair of the appeal. Through letters and personal contacts, she helped broaden the reach of the campaign.

Said board chair Robin Mead, "We set fairly aggressive goals under an obviously very difficult fundraising climate. It was a tough hill to climb, but everyone stayed positive and hopeful, and that made all the difference."



*"I believe in the Foundation and what we bring to the community by funding improvements in the quality of health care. In turn, the community had a fantastic response to our appeal and we are very grateful to all the supporters."*

**Carolyn Mancini, Chair  
2008 Annual Appeal**



# TOGETHER-UNITED-STRONG

## 2008 EMPLOYEE APPEAL

The United Health Services Foundation team knew it was a long shot when they set the goal for the 2008 Employee Appeal. They hoped to collect \$110,000, a 14.5 percent increase over the previous year. The challenge was their inspiration. Using the campaign message, “Together-United-Strong,” they encouraged more employees to participate than ever before and they beat their goal by raising \$114,420.

John Carrigg, chair of the employee effort, said, “I credit the dedication of the Foundation staff for helping to build a campaign that received contributions from 1,306 individuals, or 29.7 percent of the employee population. By comparison, in 2007, a total of 1,057 employees contributed to the appeal.”

With Mr. Carrigg, senior vice president and chief operating officer at United Health Services Hospitals, the campaign momentum soared as employees realized that involvement in

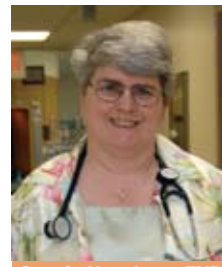
the appeal begins with top management and filters throughout the organization. He helped people understand that every campaign donation directly affects the quality of health care in the community.

Betsy Pietriyk, executive director, said the increase in employee participation sends a positive message to outside donors and to the community at large. Many donors base their giving on how much United Health Services employees contribute to the Foundation.

“There’s a direct correlation between employee giving and the technology and care provided at United Health Services,” she said. “In today’s tough economic environment, few organizations would challenge themselves to reach the ambitious goal we set for this appeal. We knew we could do it because the three words of our theme, ‘Together-United-Strong,’ sum up the dedication of our people and the success of the campaign.”

## HONORED FOR LEADERSHIP

The winner of the 2008 Women For Women Health Leadership Award is Connie Naughton, R.N., F.N.P., of the Candor Family Care Center. Connie represents the best in the provision of highly skilled, kind and compassionate health care. Every single day, she is a leader in her field and leads by example. She has been praised for her passion for quality care for women, advocacy for wellness and preventative medicine, and ceaseless enthusiasm for civic involvement.



Connie Naughton, FNP



*"We took our message to the leadership groups and asked them to take it to their employees. We focused on the end result of the campaign, which is bringing new equipment, new programs and expanded services to the hospitals. That really made a big difference for folks. We worked as a team and we delivered outstanding results. The increase in the dollar amount of the Employee Appeal is great news, but what will be sustainable over time is the increase in the number of people who participated. That's what's most exciting about this campaign."*

**John Carrigg, Chair  
Employee Appeal**



# ADVANCING QUALITY

## 2008 GRANTS

In what executive director Betsy Pietriyk called an “outstanding year,” the United Health Services Foundation provided \$988,032 in grant funding to benefit United Health Services Hospitals, Ideal Senior Living Center and Twin Tier Home Health. The grants were used to advance quality care and service in many ways, primarily through the purchase of new technological equipment and the enhancement of clinical programs.

With the grant funding, Binghamton General Hospital installed \$200,000 worth of new radiology equipment, including a Picture Archiving and Communication System (PACS), which allows for much faster reading and interpretation of X-rays by physicians and surgeons. The system enables patients to get faster diagnosis and treatment.

To enhance the care of newborns, \$26,000 in funding bought three new isolettes for the Neonatal Intensive Care Unit at Wilson Medical Center. The isolettes are equipped with controlled lighting to so that the babies are not over-stimulated by bright lights.

## OTHER MAJOR ITEMS AND PROJECTS FUNDED FOR 2008 INCLUDE:

- Stereotactic surgical equipment for breast care
- Cardiac rehabilitation equipment
- Upgrades to computed tomography
- A new infant security alarm system

- Two new blood pressure machines
- 10 pulse oximeters
- Seven portable defibrillators
- Patient recliners for the Cardiac Care Unit
- Softee camisoles for mastectomy patients
- Numerous clinical teaching days and staff education sessions





*"The Foundation has been an outstanding partner in advancing health care in the region. The funding we receive through the Foundation reaches across the spectrum by helping us improve patient care through technological enhancements and improvements in the environment we provide for our patients' families. We are very grateful for the ongoing support of the Foundation."*

**Kay Boland, Vice President  
Patient Care Services  
United Health Services Hospitals**



# A GIFT OF CHEER

## WALDENBOOKS HOLIDAY PROJECT

As the anticipation of the holiday season builds during the month of December, it can become a difficult time for children who are hospitalized. During the 2008 Christmas holiday season, a community outreach project made a difference by brightening the days for young patients at Wilson Medical Center. The project ignited a warm spirit that touched the hearts of the nursing staff as well.

It all started when Lauren Koffs, shift supervisor at Waldenbooks in the Oakdale Mall, got the idea to organize a project that would give something back to the community during the Christmas season.

She obtained permission from store management to start a children's book drive to benefit United Health Services Hospitals. She and her co-workers set up a collection bin at the store for donations of children's books, games and teddy bears. Throughout the holiday season, they encouraged shoppers to purchase items

for the collection. Soon the bin was overflowing. By Christmas week, 21 boxes had been filled with over 500 items. The total estimated value of the donations was \$2,500.

"People were really, really supportive when they learned that the books would go to children in the hospital," Ms. Koffs said. "We were so happy and excited when we saw how many boxes we collected and knew that we would be touching the lives of sick children in the hospital."

The Waldenbooks donations were accepted by the United Health Services Foundation, with distribution coordinated by Lee King, R.N., nurse manager of North Tower 4 and North Wing 4 at Wilson. Many of the items were given to inpatient children as holiday gifts.

"When young children are in the hospital, they usually feel scared and sad," Mr. King said. "To be able to hug a new stuffed animal or

enjoy a new book makes a big difference. We send a huge thanks to Waldenbooks and to all the people who donated to the collection. It's amazing that, in these tough economic times, people were so generous in their giving."

In fact, their contributions were so numerous that the Foundation extended their reach beyond the Pediatrics Unit to other areas of the hospital. Items were shared with Pediatric Cardiology, the Emergency Department waiting areas at Wilson and Binghamton General Hospital, and the medical offices at Johnson City Family Care Center and Binghamton Pediatrics.

"One idea, championed by one person and supported by many, resulted in hundreds of gifts," said Betsy Pietriyk, executive director of the Foundation. "I only wish that everyone who made a contribution could see the bright smiles of each of the kids who received a book, game or toy."



*"When you're a child and you're ill  
and in the hospital – instead of home  
with your family – it can be very lonely.  
Having a special book or teddy bear can  
be just the ticket to make you feel a little  
bit better."*

**April Steenburgh, Manager  
Waldenbooks**



Andrew B. Adams  
 Betty Baker  
 Gene Barno  
 Marion Bishara  
 Carol Blazey  
 Dorothy C. Boyd  
 Dolores Brown  
 Grace Capozzi  
 Elizabeth Chamberlain  
 Ronald Lee Chase  
 J. Roger Chatterton, MD  
 Joseph Ciccone  
 Victoria Comeno  
 Leo Donald Conboy  
 Thomas J. Cook  
 Savannah Rose Cooper  
 John B. Cummings  
 Jayant Dave'  
 Wanda Debnar  
 Nancy J. Derr  
 Keegan Donlin  
 Khani Doski  
 Stanley Emond  
 Charles T. Farrell  
 Dominic Ferrante  
 Eva Marie Ferraro  
 Gladys Fuller  
 Nancy Granger  
 Elsie Guan  
 Sue Guy  
 Barry Hashem  
 Anna Mae Holly  
 Dorothy V. Horton  
 Evelyn Hoyt  
 Mokarram H. Jafri  
 Beryl Keesler  
 Hazel Kerr  
 Betty E. Koval  
 Robert A. Langevin  
 Stanley MacDowall

Eugene Makala  
 Elizabeth Marsh  
 James E. McNeerney, Sr.  
 Lillian Meade  
 Kristian Menichello  
 Joseph Micalizzi  
 Jean Ann Midolo  
 Ann Miller  
 Mary Morelock  
 Mary Jo Mortimer  
 Harry L. Mueller  
 Thomas J. O'Connor  
 Richard M. O'Reilly  
 Andrew Perkins  
 Lance E. Peters, MD  
 Dorothy Petrick  
 Louis Picciano  
 Lewis A. Picciano  
 Raymond Prentice  
 Joseph Rigotti  
 Willard Rockefeller  
 Mary Rozek  
 Elizabeth Ryan  
 Ann M. Ryan  
 Agnes Ryans  
 Robert I. Siver  
 Erma Slichter  
 Kenneth A. Slicklen  
 Marion Swanson  
 Robert R. Truxal  
 Jihan Tuqan-Yousuf  
 Frederick M. VanVorce  
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 Richard Warren  
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 James Willis  
 Nellie Wittmann  
 John Thomas Wright  
 Edith L. Wrighton  
 Richard Wrighton

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 Joseph Meagher  
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 Michael Wolff, MD - President, United Health Services Hospitals Medical Staff  
 Betsy Pietriyk - Executive Director, United Health Services Foundation  
 Sandra Shaw - President, Binghamton General Hospital Auxiliary  
 Joan Storer - President, Wilson Auxiliary

Today's gifts...  
 Tomorrow's health care.

### OUR MISSION

To support innovation, service and quality at United Health Services by educating the community, attracting donors and managing gifts wisely.

Consider being a giver of dollars, time or energy. If you would like to learn more, please contact the United Health Services Foundation, 10-42 Mitchell Ave. Binghamton, NY 13903 or call 607.762.2171 or visit [www.uhs.net/foundation](http://www.uhs.net/foundation).