“You made a difference.”

UHS FOUNDATION 2014 ANNUAL REPORT
T hose who contribute to the UHS Foundation are difference-makers. Each and every donor helps to create a great patient experience, whether the amount they give is large or small. Every donor makes a positive impact on at least one life, and often on many lives.

Every gift and grant enhances the programs, services, facilities and technologies that allow UHS to provide clinical and service excellence, to build market growth and to sustain financial strength.

Every person who donates to the Foundation is an important member of UHS’ essential group of caregivers, its team of healers. That’s why we’re so grateful for – and so proud of – every one of our donors, and why we honor them in our Annual Report. Through their mindfulness and generosity, they are having a wonderful impact on the lives of thousands of residents of Greater Binghamton and the Southern Tier.

Making a Difference through Generosity

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W omen who have mammograms at the UHS Breast Center think of Service Excellence in many ways. It encompasses the sensitivity with which the providers and staff care for them during the diagnostic process, as well as the personalized communication they receive when the results are ready.

Today it also includes the way the latest technology is brought into the picture. In 2014, UHS became one of the first facilities in New York to offer digital breast tomosynthesis, also known as three-dimensional mammography. This advance was made possible by a $500,000 grant from the UHS Foundation for the purchase of two 3D machines.

The biggest advantage of tomosynthesis is that it reduces the need for additional diagnostic mammograms – which can reduce anxiety for patients and their families. Decisions about which patients may benefit from 3D are driven by clinical indications and collaboration between providers and the Breast Center team.

Patients have offered much positive feedback, and are grateful that the 3D option is available, right here in Greater Binghamton. It’s part of UHS’ commitment to quality and service.

As Julie Quick, RN, director of the center, puts it: “We’re committed to ensuring Service Excellence by giving patients the best clinical experience possible, and providing the results as soon as possible.”

An act of charity is not based solely on a person’s economic status, but includes the individual’s pure intentions of looking out for the common good and giving from the heart. At its best, generosity reflects the individual’s passion to help others.

Ralph Waldo Emerson once said: “The purpose of life is … to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well.” That’s the spirit in which donors to the UHS Foundation live and give – and become difference-makers.

At the Foundation, and all across the organizations we support, we see the many heartwarming results of selfless giving. Whenever a new piece of medical equipment is purchased with donated funds, we know that many lives will be touched and many ultimately saved. Whenever one of our caregivers is enabled – through innovation – to do their job of caring in the best possible way, we know that the Foundation and its supporters are furthering the cause of Service Excellence.

To all who were friends and contributors during 2014, to all who believed in our mission, vision and values throughout the year, we say thank you for standing with us. You enabled us to accomplish great things for those we serve. You did your part. You made a difference.

Betsy Pietriyk Executive Director
Among the 160 golfers having a great time at the 18th annual Women Fore Women Golf Classic at Traditions in the Glen in September are, from left, Cicilia Guemes, Collin Conner, Katie Johnson and Wendy Simpson. Over the years, the tournament has raised $775,000 for breast care and related women’s health issues in the community.

The UHS Foundation’s Stop Hunger Fund.

The Foundation celebrated Sports Medicine Awareness Night at the Binghamton Mets game at NYSEG Stadium on Aug. 1. B-Mets players wore special jerseys that were auctioned off after the event, with proceeds benefiting the work of the Foundation.
Making a Difference for Tomorrow

More than 200 people attended the Foundation’s 2014 Special Event, an auction with proceeds benefiting the Neonatal Intensive Care Unit at UHS Wilson Medical Center. Among those enjoying the April dinner dance at the Binghamton Club are, from left: Ron and Betty Goodwin, John and Karen Birchall, Joseph and Nancy Rongo, and Matt and Mary Ellen Salanger.

We of the UHS Foundation are proud of – and grateful for – every one of our donors. Through your mindfulness and generosity, you are having a wonderful impact on the lives of women, men, children and youth across the Southern Tier. Your gift – no matter how large or small – is creating a positive, powerful and memorable experience for one or more of UHS’ patients or residents. That's a tangible benefit, and we hope it will always warm your heart.

The organizations that have joined together since 1981 to become the UHS healthcare system we know today were founded on a tradition of Service Excellence. This encompassed quality care, a dedication to bringing world-class medicine to the Southern Tier and a generosity of spirit that has made great success possible. It is a legacy that continues to inspire and motivate UHS on every level today.

Over the years, since the formation of the UHS Foundation, donations from the community have continued with a steady commitment. A bond of philanthropy exists between UHS and the many constituencies it serves. Recent donations have supported the creation of new Intensive Care and Neonatal Intensive Care units at UHS Hospitals, improvements to UHS Senior Living at Ideal and many advances in home care.

Philanthropy also has helped the Foundation enable UHS to purchase technical equipment, including ultrasound units, minimally invasive surgical tools, cardiac rehabilitation treadmills, diagnostic telecommunications and three-dimensional breast tomography. Moreover, patient care has been enhanced through donations that have benefitted nursing education on pain management, heartfelt activities for senior citizens and the Emergency Rooms’ supply of teddy bears for children in the waiting rooms. An additional form of philanthropy is the giving of time and talent, something that has been done continually over the years by UHS’ many tireless volunteers and auxiliaries. These outstanding individuals, both adults and teenagers, have contributed hundreds of thousands of hours to UHS facilities and departments, delivering flowers, staffing the coffee shops, serving as information desk greeters and hosting sales that help fund quality care and excellence in service. All of these gifts have an immediate impact, and a lasting one as well. They give UHS the added strength it needs to provide exceptional care and service today, and in the years to come. In the modern, challenging healthcare environment, philanthropy is not a luxury. Not for-profit healthcare institutions need the support of charitable donors. The UHS Foundation is pleased to have many partners who support our mission of excellence.
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The UHS Foundation supports innovation, service and quality at UHS by educating the community, attracting donors and managing gifts wisely.
Contact the UHS Foundation, 10-42 Mitchell Ave., Binghamton, NY, 13903; (607) 762-2171.
uhs.net/foundation

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