



# Because *Care* Matters

THE CAMPAIGN *for*  
ROCHESTER REGIONAL HEALTH

Clifton Springs Hospital & Clinic



# Turning Traditional into Exceptional



What kind of hospital do we want for ourselves, our families, our friends? We have the privilege of asking that question because in 1850, Dr. Henry Foster began cultivating a medical campus that has grown to become Clifton Springs Hospital & Clinic.

Dr. Foster's endeavor was not only the beginning of our hospital, but also the beginning of Clifton Springs itself, as he helped shape and develop the surrounding community. His legacy has since been inextricably linked to the history of our town, as well as the values of its healthcare.

Our hospital has stewarded a culture of health and healing for more than 165 years. And in our modern era, delivering outstanding care has become the backbone of a proud tradition. But tradition can be an anchor that holds us in a safe position or a beacon that guides us into new territory—maintain the status quo or build upon it. Every generation has a choice, and the Because *Care Matters* Campaign is the opportunity to make ours.

It's time for us to challenge long-established norms in the interest of progress toward better care, better experiences and better outcomes. To that end, our outpatient Medical Village will be a first, and considerable, step forward. How far we go will be decided by how well we work together.

We have celebrated and preserved our history. Now let's *make history* by doing something that will be remembered for generations to come.

A handwritten signature in black ink, appearing to read 'Dustin Riccio'. The signature is fluid and cursive, with a long horizontal stroke at the end.

**Dustin Riccio**

*President, Eastern Region Hospitals*

## We're Better Together

Because *Care Matters* is a comprehensive, and more importantly, system-wide fundraising campaign with an ambitious \$300 million goal. This bold effort is representative of our aspirations at Clifton Springs Hospital & Clinic, as well as the other four Rochester Regional Health hospitals and its many affiliated locations.

CAMPAIGN  
GOAL

RAISE AT LEAST  
**\$300 MILLION**

5

HOSPITALS

150+

LOCATIONS

17,000+

PHYSICIANS, NURSES & STAFF



**1 SYSTEM-WIDE** COMPREHENSIVE  
FUNDRAISING  
EFFORT

**1 PROMISE** TO DELIVER THE BEST POSSIBLE  
HEALTHCARE TO OUR COMMUNITIES

To keep our promise to deliver the best possible care to Ontario County and surrounding communities, **Clifton Springs has set a goal of \$12 million** to create a new outpatient Medical Village and initiate additional projects that will modernize the hospital's services and physical spaces.

As part of Rochester Regional Health, our campaign efforts are contributing to the creation of a healthcare system that makes it possible for you to always receive exceptional care, regardless of the illness or injury, regardless of where you live. Together, we are working to help our communities lead a better, healthier life.



A YEAR AT CLIFTON SPRINGS

57,612

OUTPATIENT VISITS

8,681

EMERGENCY  
DEPARTMENT VISITS



# Clifton Springs Hospital & Clinic

Inspired by the curative reputation of the sulfur springs, Henry Foster, MD, chose Clifton Springs as the site for his medical practice. That was in 1850, but his vision for treating and healing the community continues to guide Clifton Springs Hospital & Clinic today which is most visible at The Springs Integrative Medicine Center and Spa. While staying true to its roots, the hospital has grown to offer a wealth of services and now stands at the edge of a new era.

1,745  
SURGERY CASES

1,497  
ADMISSIONS

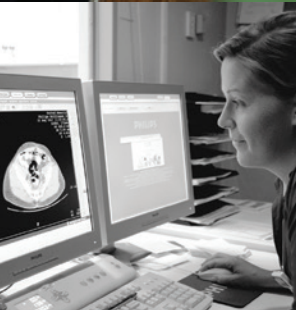


Part of Rochester Regional Health's Eastern Region, Clifton Springs is a 262-bed, full-service hospital that not only provides access to quality care to several surrounding communities, but also serves as an integral part of Clifton Springs itself. A DNV-GL Quality Based Accredited Hospital and among those to have been recognized as one of Forbes America's Best Employers, Clifton Springs has set high standards and continues to surpass them as part of its mission to provide a continuum of high-quality services.

## Milestones in Care

- **1850** The first building of Dr. Henry Foster's medical practice opens
- **1854** Dr. Foster's practice becomes known as Clifton Springs Water Cure
- **1871** The Water Cure's expansion prompts a name change to Clifton Springs Sanitarium Company
- **1926** Construction of the Woodbury Building, which held physicians' offices and expanded hospital services
- **1971** Dedication of the new Clifton Springs Hospital & Clinic
- **2004** A wing of the hospital is renovated to house The Springs Integrative Medicine & Spa Center
- **2015** Clifton Springs Hospital & Clinic becomes a full Rochester Regional Health affiliate

Clifton Springs Hospital & Clinic has been the heart of the community it calls home since its inception. And in many ways, they have grown in tandem. Through a transformation of our outpatient care through a Medical Village and additional modernization projects, we are taking bold steps that will require considerable partnership and support.





# The Medical Village



## It Takes a Village to Deliver the Best in Community Healthcare

Working within the hospital's existing footprint, we're creating a 50,000-square-foot outpatient care hub that enables us to focus on community wellness. By updating the supporting facilities and centralizing services, we will be better able to provide outstanding care to you and your loved ones.



The Medical Village will directly address Ontario County's need for greater access to providers of primary care, behavioral health services and specialty medical services. It also sets into motion critical modernization that will enhance the patient experience and give our outstanding hospital staff more of what they need to deliver outstanding care.

## Your Support Matters

Our vision to dramatically transform the delivery of healthcare in the Finger Lakes Region was jump-started by a \$25.5 million New York State grant, through our affiliation with Rochester Regional Health. However, with a total project cost of \$32 million, we need to make up that gap through philanthropic support. Your gifts will help us fully realize this vision. This is a truly pivotal moment in the hospital's lifetime and a major step forward, one that we need to take together.

### Medical Village Highlights

- 50,000 square feet of renovated, re-purposed space
- Centralized services and a hub for outpatient care
- New programs: dental care, pulmonary services and women's health
- Expanded programs: behavioral health, cardiac rehabilitation, mammography, pulmonary medicine, physical therapy and rehabilitation, primary care, respiratory care and vascular surgery





# Building a Better Future

## **We are Only Getting Started**

The Medical Village represents the beginning of an exciting new chapter for Clifton Springs. So, what does the future look like? State-of-the-art. Our surgeons will be able to perform more advanced procedures. Patients and families will have more comfortable, stress-reducing amenities and spaces. And we will build upon the rich history contained in our physical structures and surrounding environment in a way that elicits confidence from our patients and pride from our community.





Overall, our physical spaces will be undergoing enhancements that better reflect who we are and the level of care we provide. At the foundation of all of this is our priority to provide the best possible care to those who rely on us most.

## Your Support Matters

We have come a long way since the time of Dr. Foster's Clifton Springs, and now have the opportunity to further build on that heritage. The Because *Care Matters* Campaign has enlivened our aspirations and given us exciting momentum. With your help, we can make today's Clifton Springs *our* legacy.



### Future Project Highlights

- New special procedure rooms
- Newly renovated operating rooms
- Enhancements to the inpatient care experience
- Updates to waiting areas and other high-traffic spaces
- Renovation of the South Entrance
- Further beautification of the grounds





# Join Us



“Most people have to travel at least 20 or 30 minutes to receive the kind of care we have in our backyard. And as part of the Rochester Regional Health family, we further benefit from the system’s high quality standards. **We can’t take this for granted.**

**We have to care for our hospital in the same way we care for any other critical public service.** Our support—as advocates or donors—preserves and elevates an iconic community resource, helping to make it one of the area’s most trusted healthcare destinations. That’s something to be truly proud of. The only way to be successful in this endeavor is to work together.”

**Bob Woodhouse**

Because *Care Matters* Campaign

Vice-Chair, Clifton Springs Hospital & Clinic





# ROCHESTER REGIONAL HEALTH

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Hospital & Clinic

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