

## This holiday season, give the Gift of Good Health

A Backus **Gift of Good Health** is the perfect gift for the “person who has everything”, the “hard to buy for” person, as well as for those who care about their health and their community.

This year celebrate the true spirit of the holidays with a creative, thoughtful and meaningful gift.

Gifts of Good Health assist Backus in continuing to provide the best medical care for our community. Your gift can be directed as you choose: Backus Cancer Center, Emergency Medical, Cardiac Care and Rehabilitation, Stroke support, Diabetes Management, Mental Health or

Community Education and Health Screenings.

Your gift recipient will be honored with a special greeting: **“A holiday gift of good health has been made in your honor: \_\_\_\_\_ are wishing you well.”**

Make your gift online at [www.BackusHospital.org/give-to-backus](http://www.BackusHospital.org/give-to-backus) and choose Give Now “Gift of Good Health.” Or contact the Office of Philanthropy and Development at **860.823.6331**.

Wishing you and yours a happy holiday season — and a joyous and healthy New Year!

### Why I give



Charlie Wilcox, left, and his wife Elaine, right, met with Backus Radiation Therapist Andrew Papadopoulos recently at Backus Hospital. Elaine Wilcox is a five-year cancer survivor and Charlie, who is a local race car driver, organized a fundraising campaign.

**“Everyone at Backus treated us with such kindness and support throughout Elaine’s treatment, we wanted to find some way to give a little back and say thank you.”**

— Charlie Wilcox

Read more donor stories at [backushospital.org/support](http://backushospital.org/support)



### Want to learn more about how you can help?

> Click on our Web page at [backushospital.org/support](http://backushospital.org/support) or e-mail [genevieve.schies@hhchealth.org](mailto:genevieve.schies@hhchealth.org)

■ We write to as many friends as possible, and hope that you enjoy the information you receive from the Backus Office of Philanthropy and Development. Please contact us if you have any address updates, or wish to be removed from our future mailings.

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## Backus Legacy Society

Members of the Backus Legacy Society are individuals who have made a provision in their will, trust, or other planned giving instrument to leave a gift to Backus Hospital.

Proper estate planning can protect your assets for your retirement years and provide for your loved ones. Please consider including Backus Hospital in your estate plans and become a member of the Backus Legacy Society.



# Vital

## Banner year at Backus

*Advances in safety, cancer technology, outpatient care highlight annual meeting*



Backus Hospital reported earning national recognition for quality and patient safety, the addition of cutting edge technology and screenings for cancer patients and continued progress on the Backus Center for Specialty Care in Plainfield as highlights during its Annual Meeting of Corporators on Wednesday, Nov. 16.

The meeting, with the theme “Because Every Moment Matters,” held at the Hartford HealthCare East Region System Support Office on Stott Avenue in Norwich, announced highlights of the year including:

■ Becoming the only hospital in Connecticut to receive four out of five stars for quality in the latest “Overall Hospital Quality Star Rating” from

the Hospital Compare website into one star rating for each hospital. Measures include mortality, safety,



Backus Hospital President Bimal Patel talks about the many accomplishments in the past year in his remarks at the Backus Annual Meeting on Nov. 16. The hospital reported earning national recognition for quality and patient safety, the addition of cutting edge technology and screenings for cancer patients and continued progress on the Backus Center for Specialty Care in Plainfield.

the federal Centers for Medicare & Medicaid Service. The Overall Hospital Quality Star Rating, which ranked 3,662 hospitals around the country, summarizes data from 64 existing quality measures publicly reported

readmissions, the patient experience, and the use of timely and effective care measures.

■ Being recognized by The American College of Surgeons’ National Surgical Quality Improvement Program for achieving meritorious outcomes for surgical patient care in 2016. Backus and Hartford Hospital are among the only 61 out of 615 hospitals considered to receive this distinction nationwide.

■ Nearing completion of the Center for Specialty Care in Plainfield. The 40,000-square-foot facility, Please see YEAR on page 2

## Bringing your care to you

With your support, Backus continues to bring healthcare outside the walls of the hospital and into the community — providing focused healthcare resources where they are most needed, before issues become emergencies. In addition to supporting the Backus CareVan outreach program and increased community health screenings, annual appeal dollars raised in last year's appeal also supported a dedicated community health Reg-

istered Dietician and several community education programs including:

- HEAT (Healthy Eating Advocate Training) program — creating

sustainability in nutrition education by training family advocates, home visitors, and community outreach workers.

- Rx for Health – Norwich and Voluntown Farmer's Markets - Registered Dieticians and HEAT trained volunteers provided nutrition education, healthy living tips, recipes and food samples to encourage families to follow a healthier lifestyle and lose weight together. The program also provides vouchers redeemable for fresh produce and whole grain goods for families identified as at risk for obesity/overweight.

- Food pantry projects in Griswold and Sprague — promoting whole grains and healthier choices at the pantry; United Way Food Pantry — training workers on food label reading, nutrition, along with primary care and health screenings.

- Expansion of the "Just Ask" program — partnering with local restaurants and ShopRite supermarkets to help consumers make heart-healthy choices when dining out and grocery shopping for healthier eating at home.

Please consider a donation at this time by returning the enclosed envelope. All annual fund donors of \$250 or more will be recognized with gratitude at the 2017 Backus Bennies event in March. Thank you for your support!

All gifts to Backus stay local and help to improve our community's health.

For more information please contact Genevieve Schies, Program Manager, Backus Office of Philanthropy and Development at 860-823-6331, or by email: [genevieve.schies@hhchealth.org](mailto:genevieve.schies@hhchealth.org).

Give now

2016-17 ANNUAL APPEAL

## October events raise money to fight cancer



Volunteers at the 2016 Laura Beth Seder Memorial Golf Tournament at the Mohegan Sun Golf Club, wave their pink boas and Yowies as the golfers headed out onto the course at the start of the tournament.

A crowd of costumed characters were on hand for the 2016 "Dress Up to Scare Cancer" Spook-A-Thon at Dodd Stadium in Norwich. Now in its sixth year, the event, presented by Panera Bread, Backus Hospital and several other community businesses and groups, helps to raise awareness and funds to support local families battling cancer and served by the Hartford HealthCare Cancer Institute at Backus Hospital.



Sporting pink socks in support of Breast Cancer Awareness Month, the Norwich Free Academy cheerleaders perform one of their routines during a home game. The NFA Pink Rally and football game included an informational table staffed by Backus staff and volunteers who handed out literature and sold items in support of the Backus Breast Health Initiative.



During its annual meeting, the Backus Auxiliary presented a check for \$23,000 to help the Backus Cancer Center purchase a BreathHold System for radiation oncology. At the presentation, are, from left, Auxiliary President Jamie Block, East Region President Bimal Patel, Director of Physics and Radiation Oncology Gene Cardarelli and Hartford HealthCare Cancer Institute East Region Director Fred Bailey. To date, the Backus Auxiliary has contributed nearly \$2 million to the hospital including a two-year \$150,000 pledge to the Boutique at Backus.



Members of the City of Norwich Fire Department have been wearing pink T-shirts throughout the month of October in recognition of Breast Cancer Awareness Month and also raising money for the Backus Breast Health Initiative.

## YEAR: 'Backus has a head start'

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adjacent to the Backus Plainfield Emergency Care Center, will house primary care, oncology, an infusion center, cardiology, a pharmacy and other services and is set to open in Spring 2017.

- Expanding access for patients on the shoreline including adding Hartford HealthCare Medical Group Primary Care/Women's Health providers in Old Lyme, a Hartford HealthCare Medical Group Oncology practice in Waterford and applying to the state Office of Health Care Access to acquire the Constitution Surgery Center in Waterford.

- Becoming the only hospital in Eastern Connecticut and the first in Hartford HealthCare to offer deep inferior epigastric perforators (DIEP) flap surgery for breast reconstruction patients. During this cutting edge breast reconstruction surgery, blood vessels and the skin and fat connected to them are removed from the lower abdomen and transferred to the chest to reconstruct a breast after mastectomy without the sacrifice of any of the abdominal muscles.

- Began offering endoscopic ultrasonography which uses ultrasound technology allowing physicians to see organs and structures



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not typically visible during gastrointestinal endoscopy. Patients with precancerous and cancerous growths benefit greatly from having the test done locally in coordination with their oncologists and primary care providers.

- For the sixth straight year, being recognized as one of the most technologically advanced hospitals in the nation with a "Most Wired" award by Hospitals and Health Networks, a healthcare publication of the American Hospital Association. The award signifies a hospital's commitment to technology and improving the efficiency of care delivery.

- Continuing community outreach and education activities including free screenings for prostate, head and neck and skin cancer, high blood pressure, cholesterol and bone density; Rx for Health — a collaboration with local pediatricians designed to make fresh fruits and vegetables available for children who

are overweight or at risk of being overweight; and building on the hospital's healthy eating "Just Ask" program by partnering with Shop Rite supermarket to offer free grocery store tours for community members.

Backus President Bimal Patel said that despite rapid changes in healthcare and continued uncertainty about funding on the state and federal levels, the hospital remains strong.

"Now more than ever before, there is competition to provide the best possible care for our neighbors — more competition to have the latest and greatest technology for our patients and to build the best medical staffs offering primary care and specialty service in areas where people live and work. The good news for Backus patients is that, thanks in part to Hartford HealthCare and the support of our community, Backus has a head start," Patel said.