

**Nomination for Outstanding Corporation
Monroe Community College Health Care Partners
Nominated by the Monroe Community College Foundation**

Summary

Five outstanding corporations work with Monroe Community College and the Monroe Community College Foundation on an innovative approach to addressing the nursing shortage in the Rochester Community. This partnership dramatically affects the quality of health care provided all citizen's of Monroe County and it helps maintain health care costs for every resident and business in our community.

The Monroe Community College Foundation nominates all five of our health care partners in our nursing expansion program. The five partners are:

- Unity Health
- Rochester General Hospital Foundation
- Strong Memorial Hospital
- Excellus BlueCross BlueShield
- MVP Health Care

Together, these five partners have given in excess of \$2.7 million to Monroe Community College permitting the College to graduate 280 more nurses (since 2002) and 93% of the graduating student nurses now work in the health care community.

The MCC Foundation fully understands the criteria associated with AFP's Outstanding Corporation award and, since we are unable to individually nominate any single corporation in this Health Care Partnership, we are pleased to nominate all five of our five health care partners for their leadership and commitment to the Rochester community.

Overall gift support

With the significant shortage of qualified nursing professionals throughout the United States and the potential impact this shortfall will have on medical care in hospitals, doctors' offices, clinics and home health agencies throughout our community, a group of health care organizations made a bold move to help Monroe Community College (MCC) change the course of the nursing crisis.

Five health care organizations—normally rivals in greater Rochester's highly competitive health care market—came together to participate in the MCC Nursing Expansion Project, to increase the number of nurses graduating each semester from MCC's Wolk School of Nursing.

“It made sense for health care providers and insurers to complement their existing recruitment efforts by growing a local nursing education program,” said Sandy Parker, chief executive officer of the Rochester Business Alliance.

As a result, these five competitors bring an outstanding benefit to our community, generating well-trained nurses to fill the ever-increasing number of skilled nursing positions in our area’s health care system.

We nominate our Health Care Partners as a group, in recognition of their willingness to put aside their competitive differences and combine their resources to create a stronger health care environment for residents throughout our region.

Support, innovation and impact

Historically, MCC has been the largest provider of new nurses in the Finger Lakes region. In 2002, the College graduated 50 new nurses each semester—a significant number, but not enough to close the gap between open nursing positions and the available talent pool. MCC had the physical capacity to enroll additional nursing students, but the cost to the College was prohibitive: Each nursing student costs three times more to educate than a liberal arts student, because of the highly technical nature of the course work and the sheer amount of equipment and supplies required. MCC receives no additional revenue from nursing students, Monroe County or the State of New York to address this increased cost.

In November 2002, leaders from five health care organizations—Excellus, MVP Health Care (then Preferred Care), Rochester General Hospital, Strong Memorial Hospital and Unity Hospital—made a combined commitment of \$1 million over a five-year period to increase MCC’s capacity so that the College could train more nurses each semester.

Thanks to this unusual partnership, MCC’s School of Nursing expanded its ability to train nurses, increasing enrollment by 38 percent. Most important, 93 percent of these nursing graduates remain in the Greater Rochester area, serving the health care needs of our community.

These nurses work in every aspect of health care, from hospitals to home care organizations, and from private medical practices to public health. With more available nurses in our area’s health care system, more people in our area can receive prompt, skilled medical care, whether they arrive at a hospital emergency room or live in a long-term skilled nursing facility.

Finally, the Health Care Partners saw a significant return on their annual investment: Health care organizations throughout the Greater Rochester area realized a savings in recruiting costs, as a direct results of the increase in highly qualified nurses graduating from MCC.

Additional gift support and achievements

When the initial five-year period came to its end, the Health Care Partners agreed to continue funding the program. To date, the Partners have given \$1.9 million to MCC—about \$36,000 each per year—and the funds have educated an additional 280 nurses beyond the School of Nursing's original capacity.

The Health Care Partners recently agreed to extend their commitment for 5 years, continuing their participation in a philanthropic program that generates tangible results for the Partners, for MCC, and for the community at large.

Encouraging and motivating others

The Health Care Partners have continued their support of Monroe Community College, they play an active role defining this partnership and in providing feedback and clinical opportunities for MCC student nurses. The partners work together to encourage each partner's continued support and to identify new organizations to be engaged with the partnership.