

NEWS RELEASE

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Bassett Hospital of Schoharie County Changes Its Name to Cobleskill Regional Hospital

Cobleskill, NY – On January 23rd, Bassett Hospital of Schoharie County Board Chair Barbara DiCocco announced that the hospital will be known as Cobleskill Regional Hospital to better reflect its community-based identity and regional presence. The new name and a new logo were unveiled at an employee gathering on Tuesday, January 23, at 1:00 p.m., in the hospital cafeteria. Members of the hospital Board of Trustees, hospital Administrator/CEO Eric Stein, and Bassett Healthcare President and CEO William F. Streck, M.D. attended the brief ceremony.

“This is a name that really describes who we are,” explained Eric Stein, hospital administrator. “It better reflects our history, our geography, and our strong position and relationship of trust within our community. At the same time, it continues to highlight the hospital’s affiliation with Bassett Healthcare and puts us in more direct alignment with the names of the other affiliated hospitals in the system.”

Founded as Community Hospital of Schoharie County in 1956, the hospital has just celebrated its 50th anniversary. It became Bassett Hospital of Schoharie County in 1994, when after a period of financial hardship, it affiliated with Bassett Healthcare.

“In 1994, it was important to convey that this was not only a community hospital, but also a part of a nationally renowned rural health care system,” said Board chairman Barbara DiCocco. “Because of the Bassett affiliation and our skilled and caring staff, we’ve come a long way since then. So now, as a sure sign of that progress, the Board of Trustees has unanimously approved a new name that puts the focus on our hospital’s own proud identity within the Bassett system.”

The new name does not indicate a change in the hospital’s affiliation with Bassett Healthcare. Both the name and the logo are consistent with those of the other hospitals in the Bassett Healthcare system. They were chosen after focus groups with local residents and patients.

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“This new name is a result of our successful partnership and a logical next step as our affiliation continues to evolve and develop,” said Bassett Healthcare President and CEO William F. Streck, M.D. “We want the hospital to continue to do a great job taking care of the community it serves and to remain a constant example of what the Bassett Healthcare network brings to the people of our region. This new name is an opportunity for the hospital to be recognized on its own for its many accomplishments.”

Among those accomplishments has been the addition of new programs and services. Most recently, these include a new open MRI, the most powerful and comfortable currently on the market, and a new Sleep Lab for the diagnosis of sleep disorders, both introduced in 2006. Also in 2006, hospital radiologists traded in their films and viewboxes for a new digital system called the Picture Archiving and Communications System (PACS). The new system, which is used for almost all types of medical imaging, is being phased in at sites across the Bassett network, including Mary Imogene Bassett Hospital in Cooperstown, Little Falls Hospital, and O’Connor Hospital in Delhi, in addition to Cobleskill Regional Hospital.

Cobleskill Regional Hospital has invested more than \$1 million in the past five years on medical imaging technology alone. Besides the new MRI, this includes the addition of a new bone densitometry (DEXA) scanner in 2005. Also in 2005, the hospital opened a completely renovated and modern new specialty clinic area. An active participant in national quality of care initiatives, the hospital has consistently posted high scores in the care of patients with pneumonia. The hospital’s ER has seen record numbers of patients during the past two years. And the hospital received full three-year accreditation by the Joint Commission in 2005.

Recently, the hospital’s Board of Trustees adopted a new five-year strategic plan focusing on facility improvements, enhanced inpatient services, continued development of emergency services, strengthened organizational identity, strengthening of targeted specialty and operative services, and continued support of primary care services.

“As we finish our 50th anniversary celebration, we are looking to the future,” said Stein. “We plan to keep adding to our accomplishments with services, technology, and facilities that our community can rely on for many years to come. Our new name is the beginning of a new era. We’ve been here for 50 years, and we will be here for another 50 and beyond.”

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About the Name Change: Quick Facts

- Bassett Hospital of Schoharie County will be known as Cobleskill Regional Hospital.
- This new name better reflects the hospital's community identity and regional presence.
- There is no change in the affiliation with Bassett Healthcare; the new name does not indicate any change in the affiliation.
- The new name was unanimously approved by the hospital's Board of Trustees.
- This is a "Doing Business As" name change that has been registered with the NYS Department of State Division of Corporations, State Records, and UCC.
- Because Cobleskill Regional Hospital is a "DBA," the legal name of the hospital corporation will remain Bassett Hospital of Schoharie County.
- The name change does not affect hospital ownership nor governance.
- The new name will not mean any change in administration, affiliation, staffing, or services at the hospital.
- The name change does not affect birth certificates, health insurance policies, or coverage.
- The name Cobleskill Regional Hospital and the new logo were chosen after review by focus groups of patients and area residents, which took place as part of the hospital's strategic planning process.
- The new name acknowledges the hospital's strong community ties and its increasing presence beyond the strict borders of Schoharie County, especially to the east.
- The new name is an opportunity to strengthen the hospital's organizational identity and to differentiate it within the Bassett network.
- It recognizes the hospital's accomplishments since affiliating with Bassett Healthcare and emerging from a period of financial hardship in 1994.
- The new name is in more direct alignment with the Bassett system's other hospitals and their logos.