



BROOKS-TLC HOSPITAL SYSTEM, INC.

A message to staff and the community on behalf of Ken Morris, President and CEO

November 12, 2022

In our commitment to transparency, this month's topic is to discuss the location of the new hospital in Fredonia. I will explain the benefits of the site and will address questions of the site.

Location:

The majority of us, no doubt, have heard the phrase "Location, location, location." Location is critical when it comes to real estate and business. In business, the "Place/Location" is a key component of a strong marketing strategy for survival and success. Why is this? A more convenient product or service will attract more customers to increase the odds of success. Like all businesses, the same can be said when it comes to hospitals.

The best locations are in "prime" spots. After careful consideration, and the evaluation of *several* (more than 22) potential sites in the City of Dunkirk, the Town of Pomfret and the Village of Fredonia, it was determined the 30- acre parcel –located on East Main Street just west of Route 60 in Fredonia – is considered a "prime spot" and best meets key criteria used in the assessment process.

Access and Convenience:

How does this location provide better access and convenience? Before we get to this, let's understand where the current Brooks-TLC patients are coming from:

- Brooks-TLC is a Regional Hospital providing support to three counties: Chautauqua, Erie, Cattaraugus
- A **majority** (67%) of all 2022 patient services provided by Brooks-TLC are for patients outside of Dunkirk.
- A **majority** (63%) of 2022 emergency department visits at Brooks-TLC are for patients outside of Dunkirk.
- ✓ The location in Fredonia is not only more convenient for many communities but provides better access to I-90 and Routes 60 & 20 which are critical paths for EMS. These alternate routes will also be vital during significant weather events as well as to avoid traffic accidents or train tracks.
- ✓ Perhaps the biggest improvement for emergency access will allow for the construction of a helipad. When time is of the essence, air transport is critical to improve access for a higher level of care.
- ✓ The new location plan has two access points from the community. The primary access will be at Route 20 across from the Fredonia Central School District. Pending further approvals, a second location has been added to enter and exit Route 60 next to Wal-Mart.
- ✓ Due to the size of the new site, the new hospital plan can include medical office space on the same campus – within walking distance of any medical/diagnostic testing that often comes after a visit to your

provider. Think of it as a one-stop-shop where you can have your office appointment in one building and walk across the parking lot to the outpatient lab, radiology or other testing area of the new hospital – all, without getting in your car and driving to some off-site location.

Important Issues:

- ✓ **Water:** The hospital campus is designated to have a connection to Fredonia and Dunkirk water. The primary source of water will be provided by the Village of Fredonia. If there are challenges with the water supply from Fredonia, a valve will be closed to shut-off the water and a second valve will be opened to supply water from Dunkirk.
- ✓ **School Traffic vs Employee Traffic:** Our current location is next to a Dunkirk school with minimal impact. On occasion I take my children for drop off and pick up at the Fredonia Central School District and could share more in-depth thoughts at another time. But to keep it simple, the high traffic patterns for the hospital and the school district alternate. The hospital primary shifts start at the hospital at 7AM and 8AM. A majority of the staff arrive 10 to 15 minutes prior to the shift. The middle and high school age children arrive between our shifts and the elementary age arrives following both shift changes.
- ✓ **Roundabout:** Brooks-TLC traffic currently uses the roundabout. Ambulance traffic currently uses the roundabout. Employees from outside of Dunkirk currently use the roundabout to and from work. Patients use the roundabout to travel to Brooks-TLC from other areas of the county.
- ✓ **Transportation for walk-in patients:** Transportation is something that can be addressed with time. The reality is that people rarely walk to Brooks-TLC. There are people with transportation challenges in all communities that find ways to arrive at Brooks-TLC.

Other Added Benefits:

- ✓ The Fredonia site is considered “shovel ready.” In other words, it’s a single parcel that can be purchased with minimal work required to initiate the project. Because of this, BTLC will avoid:
 - Negotiating with multiple property owners to locate property large enough for the project
 - Major environmental cleanup due to contaminated land
- ✓ The location is more convenient to shopping areas that supports both the Fredonia and Dunkirk communities and has potential to stimulate economic growth.
- ✓ Additionally, commercial supply delivery is improved due to being directly off the main thoroughfares which reduces commercial traffic around the residential areas of Dunkirk.

While it is a challenging time in rural healthcare, it is an exciting time for those connected to and depending on this new hospital project. This is a **once in a lifetime opportunity** for a new regional hospital - built to reflect what our community needs - which expands access to and improves quality care for a more diverse regional patient base. Supporting local hospitals is crucial to their survival and could be critical to yours.

I hope this communication has been helpful.

Regards,



Ken Morris