



Bassett Convenient Care Cooperstown

Case for Support

March 2025

20
25



Executive Summary

Bassett Healthcare Network seeks to build a new convenient care center just south of Cooperstown at its Hartwick Seminary Specialty Services complex. The intent of the new convenient care center is to provide ready access to medical care for non-life-threatening conditions.

The need for the facility is twofold: Bassett Medical Center's emergency department (ED) in Cooperstown is overburdened by the number of individuals inappropriately using the ED as a stand-in for a primary care or urgent care provider. At the same time, there is a shortage of primary care practitioners while demand for access continues to climb. A nearby convenient care center that takes appointments and walk-ins will provide easy access to necessary health care for those minor illnesses and injuries that need timely, but not emergency attention.

The Need

Emergency department overcrowding is a well-documented phenomenon in the U.S. Locally, Bassett Medical Center's ED supports **20,470** visits annually. It is estimated that over **2,000** of those visits could be handled in the primary care or convenient care setting, thereby assuring the ED is available for more critical cases.

A variety of factors contribute to the misuse of EDs. Chief among them is the growing shortage of primary care providers as more physicians retire and fewer medical school graduates choose to enter general practice. The Health of US Primary Care: 2024 Scorecard reported that the primary care sector continues to experience a workforce exodus. Among the report's key findings: "Primary care residency does not mean primary care practice. In 2021, 37% of all physicians in training specialized in primary care, yet only 15% of all physicians were practicing primary care three to five years after residency." The result is a primary care workforce that is struggling to meet population demands.

Bassett Healthcare Network's 2022-2024 Community Health Needs Assessment found access to regular health care is a significant concern for people living in Bassett's service region. "Too long of a wait to get an appointment" was among the top five issues cited by 80.3% of respondents.

In 2023, Bassett's Prime Care Clinic in Cooperstown accommodated 18,376 patient visits. In 2024 that number jumped to 22,165 visits. While Bassett has successfully recruited additional primary care practitioners, ready access to the Prime Care Clinic will continue to be a challenge as more physicians retire and the global pool of available primary care clinicians continues to shrink.

In Bassett Healthcare Network's northern and southern regions, the existence of Herkimer Convenient Care and Oneonta Convenient Care help ease the burden on primary care and emergency department services by taking same-day and next-day appointments for such common ailments as colds, sore throat, sprains, pediatric illnesses, the flu, and other illnesses or minor injuries. However, Cooperstown and the surrounding communities lack a similar service.



The Cost

The Friends of Bassett Healthcare Network seeks to raise \$500,000 to support the project. The total projected cost of renovating Bassett's existing Hartwick Seminary Specialty Services clinic space to accommodate a new convenient care center is \$3 million.

The Project

To address this gap in care, Bassett proposes to build a new convenient care center at its Hartwick Seminary Specialty Services complex just south of Cooperstown where there is ample parking and easy access via NYS Route 28. In addition to servicing year-round patient needs, the new convenient care center will help address the minor medical needs associated with the tens of thousands of tourists who visit and vacation in Cooperstown each summer. This includes those visiting the Cooperstown Dreams Park youth baseball complex, where 110 teams compete each week. The Dreams Park is located adjacent to Bassett's Hartwick Seminary Specialty Services facility.

The renovations will include redesigning vacant space to accommodate six patient exam rooms, a reception and waiting area, X-Ray room, and a nurses' station. Once operational, it is anticipated that the new convenient care center in the Hartwick Seminary Specialty Services complex in Milford will handle 6,375 visits in year one and 8,500 visits in year two. Volumes are expected to stabilize at approximately 10,500 visits within three to five years of opening, as has been the case with Bassett's other convenient care centers in Herkimer and Oneonta.



Reception

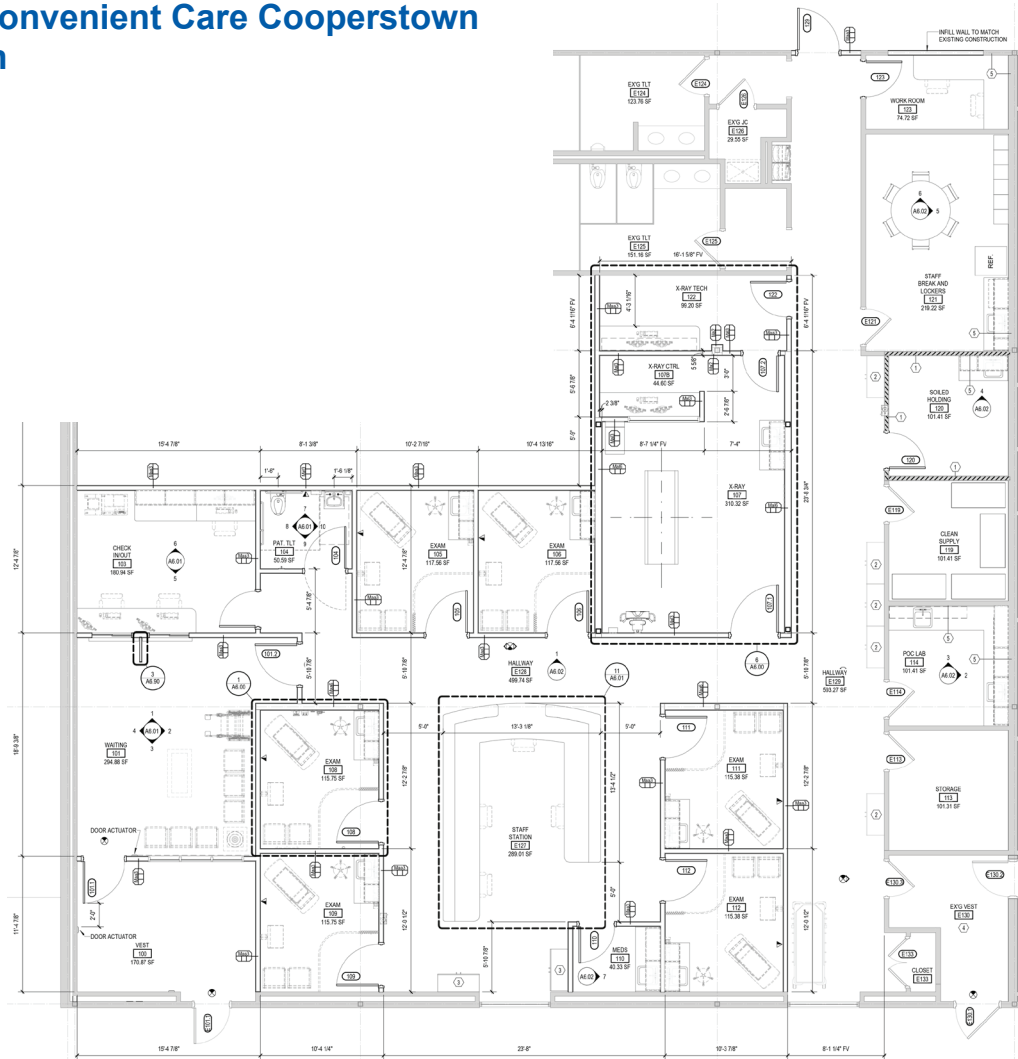


Nursing Station



X-Ray

Bassett Convenient Care Cooperstown Floor Plan



Recognition Opportunities

In consideration for gifts made to the Bassett Convenient Care Cooperstown, the following recognition opportunities are currently available.

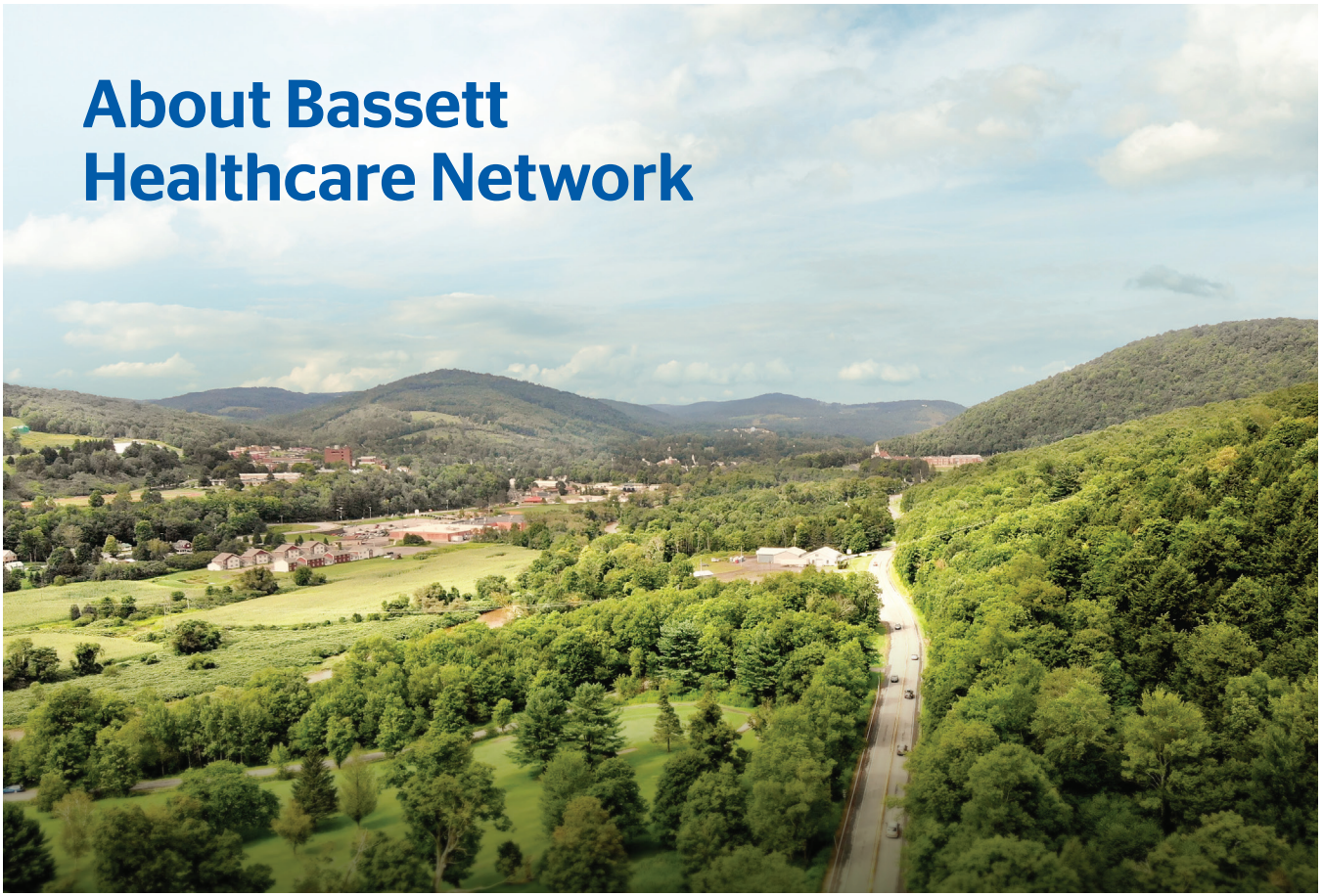
CLINIC SPACE

Waiting Room	\$750,000	X-Ray Room	\$50,000
Nursing Station	\$250,000	Patient Exam Rooms	\$25,000

DONOR RECOGNITION WALL

All donors who pledge or contribute \$10,000 and above will be recognized, in perpetuity, on a centrally placed installation within the Bassett Convenient Care Cooperstown.

About Bassett Healthcare Network



Since 1922, when The Mary Imogene Bassett Hospital opened its doors to patients from Cooperstown and surrounding communities, its caregivers have been dedicated to improving the health of its patients and the well-being of the communities served in central New York. A century later, Bassett Healthcare Network has evolved to include five hospitals – Bassett Medical Center in Cooperstown, A.O. Fox Hospital in Oneonta, Cobleskill Regional Hospital, Little Falls

Hospital, and O'Connor Hospital in Delhi.

The network also operates over two dozen community-based health centers, more

than 20 school-based health centers, two long-term care facilities, a home health agency, and other health partners in related fields. The Bassett Medical Group is comprised of a full-time, salaried staff of more than 500 physicians and other advanced practice clinicians. Today, Bassett Healthcare Network is an integrated health system that provides care and services to nearly one million people in a 5,600 square mile region in upstate New York.





**Friends of
Bassett Healthcare Network**

friendsofbassett.org

One Atwell Road
Cooperstown, NY 13326
(607) 547 - 3928