

Madden hopes to revitalize Florida hospital

By Lee Strong
Senior staff writer

ROCHESTER — Patrick J. Madden's desire to seek new challenges led to his decision to step down as president and chief executive officer of St. Mary's Hospital to become chief operating officer at Sacred Heart Hospital in Pensacola, Fla., effective July 14.

Although he is leaving St. Mary's, where he has been since 1987, Madden will stay within the 60-facility Daughters of Charity National Health System when he moves to Florida.

Indeed, Madden said it was the Daughters of Charity who contacted him about going to the Pensacola hospital.

"I was approached by the Daughters to take on challenging work in Pensacola," Madden said. That challenge was to see the new hospital through a period of expansion and new directions that paralleled what he accomplished at

St. Mary's.

When Madden came to the Catholic hospital, he recalled, St. Mary's was losing money, had a low occupancy rate, faced problems associated with losing a number of doctors, and generally suffered from a poor reputation.

Since 1987, however, the hospital has been in the black every year but 1993, Madden reported. He also oversaw the creation of a the largest hospital-paid physician group in the Rochester area; the stabilization of teaching programs; the addition of a regional brain injury unit; the establishment of 20 primary-care centers; and the expansion of services to the poor and underinsured — all while streamlining operations.

More recently, St. Mary's, in conjunction with the Community Development



Madden

Board, the City of Rochester, the County of Monroe and Monroe Community College, worked to create the \$20 million Bulls Head Development Project. The project's aim, Madden explained, is to create jobs, provide housing, establish a satellite campus for the college and to help revitalize the neighborhood.

"The one thing that I'm really the most proud of — and one that makes this more than a hospital — is the Bulls Head project," Madden said. "We're moving into a world where hospitals will not be concerned with just health care."

Meanwhile, the efficiencies and expansion of services he instituted has placed St. Mary's in a good position to handle proposed state budget cutbacks in health care this year, and in the future, Madden predicted.

"He has an exceptionally gifted personality that was able to influence people on behalf of St. Mary's," said Sister Marie Burns, DC, chairman of St. Mary's

board of directors. "He makes creative use of health care."

Sister Burns said the Daughters of Charity hope Madden will have the same impact on the 391-bed Sacred Heart Hospital that he did on St. Mary's.

"They want to use that same creativity — especially in areas of primary care — that he brought to the system here," Sister Burns said.

Madden announced his departure to St. Mary's staff April 26. Sister Burns said a six-member search committee for a replacement was created at the hospital's board meeting April 27.

In looking back at his eight years at St. Mary's, Madden expressed sadness at leaving both the hospital and the Rochester area, but at the same time he feels a sense of satisfaction.

"I came to St. Mary's to accomplish a number of things," Madden said, "and I feel personally and professionally that I accomplished them."

Study

Continued from page 3

— one of the newspapers included in the study.

"There, for the first time, but only because of the crisis, we got front page in the Sunday *New York Times* of how people use religion to get through this tragedy," Green explained.

Green, who conducted the study along with Pittsford-based media consultant Nancy Woodhull, a founding editor of *USA Today*, deems the *Times*' coverage as an example of how religion should be "most newsworthy when it's least controversial."

Other significant findings from "Faith vs. Fact:"

- Even when beliefs and values are dealt with, reporters often misrepresent the faiths on which they are focusing.

- Men dominate discussions on religion in the print media.

- Christianity dominates coverage of specifically designated religious pages.

- Stories on these religious pages deal more with internal organization than spiritual aspects.

In their recommendations, Green and Woodhull stressed that journalists should employ more outlets to enhance their knowledge of religion, and editors should formulate policies on how their staff covers religion.

Other newspapers included in the study included the *Atlanta Journal and Constitution*, *Chicago Tribune*, *Dallas Morning News*, *Los Angeles Times*, *Seattle Times* and *Washington Post*.

Green added that he and Woodhull are planning to conduct a follow-up study in 1997.

Sister Margaret Caufield will be honored June 4

ROCHESTER — Sister Margaret Caufield, RSM, who has served as music director at St. John the Evangelist Parish, 549 Humboldt St., for the past 35 years, will be honored at 11 a.m. Mass Sunday, June 4. The Mass will be followed by a picnic and party at Bristol Mountain.

During her years at the city parish, Sister Margaret, who professed her final vows as a Mercy sister Aug. 24, 1947, has served as music coordinator, choir director and school vocal and instrumental instructor. Prior to serving at St. John's, she was also involved with music ministry at St. Andrew's School in Rochester from 1944-58, and at Pittsford's St. Louis School from 1958-60.

The Rochester native also served as the Sister of Mercy's school music supervisor from 1958-60.

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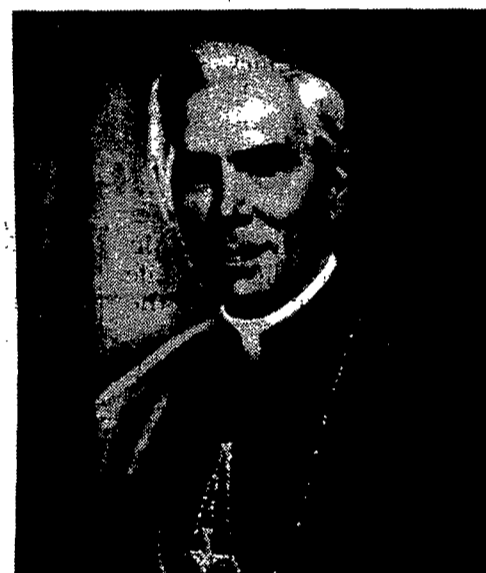
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