



New Era in Pediatric Care

Alexandra and Steven Cohen
Children's Emergency Department

The new Alexandra and Steven Cohen Children's Emergency Department at NewYork-Presbyterian Morgan Stanley Children's Hospital "will revolutionize how kids are treated," according to NYP Trustee Jerry Speyer, Vice Chairman of NYP's Board of Trustees. "It is a miracle on 168th Street."

Mr. Speyer spoke at the ribbon-cutting ceremony on June 8 that officially opened the new facility, made possible by a gift of \$50 million from the Steven A. and Alexandra M. Cohen Foundation.

More than four times larger than the E.D. it replaces, the 25,000-square-foot facility is equipped to care for 60,000 children annually. It is one of only three Level I Pediatric Trauma Centers in New York state.

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Looking on as Alexandra M. Cohen cut the ribbon were (from left) Lawrence Stanberry, M.D., MSCHONY Pediatrician-in-Chief; Bernadette O'Brien, R.N., VP, Operations, MSCHONY; Robert Kelly, M.D., Group SVP, COO and Chief Medical Officer, NYP/Columbia; Dr. Pardes; Jerry Speyer, Vice Chairman, NYP Board of Trustees; Steven A. Cohen; Meridith Sonnett, M.D., Chief, Pediatric Emergency Medicine, MSCHONY; Lee Goldman, M.D., Dean of the Faculties of Health Sciences and Medicine, CUMC; Kevin Hammeran, SVP and COO, MSCHONY; and Dr. Corwin.



June 28, 2011

**Steven J. Corwin, MD, Appointed Chief Executive Officer
Robert E. Kelly, MD, Appointed President**

I am delighted to announce that, after a national search, the New York-Presbyterian Hospital Board of Trustees has appointed Dr. Steven J. Corwin as Chief Executive Officer, and Dr. Robert E. Kelly as President reporting to Dr. Corwin. They will assume their new positions effective September 6, 2011.

The Trustees and I are also pleased that Dr. Herbert Pardes will become the Executive Vice Chairman of the Board. For over a decade, Dr. Pardes has served as an extraordinary and innovative leader. We are grateful to him for his profound impact on our patients, families, and staff, and for making New York-Presbyterian Hospital a world-class institution.

Dr. Corwin has served as New York-Presbyterian's Executive Vice President and Chief Operating Officer since 2005. In addition to overseeing the day-to-day operations across all five campuses of the Hospital, Dr. Corwin has been responsible for advancing the Hospital's Strategic Initiatives, with We Put Patients First at the core of its mission. This includes an intense focus on quality and patient safety, cultivating the Organization's people and talent, advancing clinical and technological innovation, building physician and institutional relationships across the New York-Presbyterian enterprise, providing care to underserved communities, and maintaining the Hospital's financial and operational strength. Dr. Corwin joined the former Columbia-Presbyterian Medical Center's management team in 1991 and served in various management capacities. From 1998 to 2005, Dr. Corwin served as the Hospital's Senior Vice President and Chief Medical Officer, leading the development and implementation of 13 clinical service lines, critical to the success of the newly merged Hospital. A cardiologist and internist, Dr. Corwin obtained his undergraduate and medical degrees from Northwestern University, graduating summa cum laude. He completed both his internal medicine residency and cardiology training at Columbia-Presbyterian Medical Center.

Dr. Kelly has served as Group Senior Vice President, Chief Operating Officer and Chief Medical Officer, responsible for all divisions of the NYP/Columbia campus since 2007. In this role, Dr. Kelly successfully coordinated strategy and operations for Milstein, Morgan Stanley Children's Hospital, and The Allen Hospital, as well as relationships among the Hospital, Medical School, physicians, and academic departments across the Columbia campus. Dr. Kelly began his administrative career at the former New York Hospital in 1995 as Vice President for Clinical Affairs and Chief Medical Officer. He was appointed Chief Operating Officer for New York-Presbyterian/Columbia in 1999 and Chief Medical Officer in 2006. During his tenure, he focused his team on delivering high-quality and safe care, while providing a compassionate healing environment for each patient. Dr. Kelly received his undergraduate degree from Michigan State University and his medical degree from the University of Cincinnati College of Medicine. He completed his residency and fellowship training in anesthesiology at the former New York Hospital-Cornell Medical Center. He holds an appointment as Professor of Clinical Anesthesiology at Weill Cornell Medical College.

Please join me in congratulating and welcoming our new generation of leadership.

Sincerely,

John J. Mack
Chairman of the Board of Trustees

We're happy to share that we have completed a very successful first half of 2011. We are delivering outstanding care to our patients, evident through the upward trends we see across our quality and safety measures. Despite economic pressures, our financial results are sound. Most importantly, thanks to all our staff, the patient experience at NYP continues to improve.

Individual interactions — inquiring about a patient's comfort, delivering a food tray with a smile, holding a patient's hand, assisting a patient out of a car, showing a lost visitor how to navigate his way — have collectively made a difference. Overall patient satisfaction continues to climb and has again reached an all-time high of 85.7. This caring spirit came through as we listened to the compassionate testimonies given at last month's Nursing Unit Support Services Award ceremonies held across the campuses. Congratulations to all our staff! Keep up this fantastic work!

The patient experience is about to get even better for children and families in need of NYP's emergency services. Last month, through their incredibly generous gift, we opened the Alexandra and Steven Cohen Pediatric Emergency Department at Morgan Stanley Children's Hospital. This magnificent, family-friendly, community-focused facility has quadrupled our space dedicated to pediatric emergency care, offering world-class treatment for all children, including those from some of the most underserved areas of the City. The Hospital's commitment to children and their families was also evident last month on our Westchester campus, the perfect setting for the Walk Now for Autism Speaks event to raise awareness and support research for autism spectrum disorders. Thanks to so many of our staff for participating in both the White Plains and New York City walks.

As we write this message, we look forward to having the opportunity to showcase our commitment to delivering high-quality care and service across all of NewYork-Presbyterian, when the Joint Commission conducts its next survey. It is quite possible that by the time you read this, the surveyors will have already arrived. Regardless of the timing, we are confident that our staff, physicians and nurses will demonstrate not only their professionalism, competence and skills, but their compassion and dedication to our patients and families.



Herbert Pardes, M.D.
President and
Chief Executive Officer



Steven J. Corwin, M.D.
Executive Vice President
and Chief Operating Officer

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State-of-the-Art E.D. Opens

Patients will receive care in 31 private treatment rooms, two trauma rooms and a nine-bay asthma treatment area. The new E.D. has its own radiology capability and a laboratory and a pharmacy, eliminating the need for patient transport to other areas of the Hospital.

Natural light and vibrant colors flood the E.D., which the architectural firm of Aedas designed with input from families and from the staff and physicians who will use it. Small seating nooks located close to treatment rooms replace the standard large public waiting room, and Internet, family reading areas, a multimedia interactive wall and game tables will make time spent in the E.D. more pleasant.

Vivid floor-to-ceiling illustrations from familiar children's literature decorate public areas and treatment rooms, and colorful murals by the internationally acclaimed artist Sol LeWitt brighten the entryway.

"It's unbelievably stressful to go to an E.D.," said Lawrence Stanberry, M.D., MSCHONY Pediatrician-in-Chief, "but the new E.D. will be a happier place for children."

Meridith Sonnett, M.D., MSCHONY's Chief, Pediatric Emergency Medicine, said, "The new environment will finally be commensurate with the care we deliver. You can feel safe and comforted and almost as though you're at home."

Speakers paid tribute to Steven Miller, M.D., who was Director of the Pediatric Emergency Department when he was killed in a plane crash in 2004. "He taught us to take care of sick children and their families and also each other," Dr. Sonnett said.

"The Morgan Stanley Children's Hospital ushered in a new era of pediatric care for the tri-state area and the nation," Dr. Pardes said. "The new E.D. marks the beginning of another chapter. It will be the best children's E.D. anywhere." ■



Dr. Meredith Sonnett, MSCHONY's Chief, Pediatric Emergency Medicine and Dr. Lawrence Stanberry, MSCHONY Pediatrician-in-Chief



"Today is a great day for children."
— Dr. Corwin



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A Mighty Response to Health Reform

The Affordable Care Act, otherwise known as health care reform, the federal government's effort to ensure that all Americans have access to high-quality, affordable health care, was signed into law by President Obama in 2010. There are many unknowns about how this reform will unfold over the coming years, especially in an uncertain economic climate, but it is critical for academic medical centers like NewYork-Presbyterian to prepare for this new era.

About \$150 million will have to be trimmed from NYP's budget over the next few years to offset reductions in the way we are paid by the government's Medicare and Medicaid programs. To achieve the types of cost reductions and efficiencies that will be necessary, NYP launched an initiative, introduced at our January Kick-Off, called *HERCULES*, which stands for Hospital Efficiency, Revenue Cycle, Clinical Utilization, Length of Stay, and Enhanced Sourcing.

Cross-campus Initiative

HERCULES consists of six work groups (see below) and many subgroups all led by "executive sponsors," members of the senior management team. The groups comprise managers and staff from across NYP, charged with identifying opportunities to cut costs and increase efficiency, without compromising NYP's commitment to *We Put Patients First*.

Robert Kelly, M.D., Group Senior Vice President, Chief Operating Officer and Chief Medical Officer at NYP/Columbia, is leading this important effort. "While we have made tremendous strides in achieving operational efficiency in recent years, we still have much to do," says Dr. Kelly. "We must not only be leaders in quality and patient satisfaction, but we must also be competitive in the cost of care delivery."

Stacey Petrower, Vice President, Operations, at NYP/Weill Cornell, is leading the Ambulatory Procedures and Diagnostics subgroup, part of the *HERCULES* Service Delivery and System workgroup. This team is focused on identifying opportunities to achieve operational efficiencies, enhance revenue, and reduce costs in ambulatory surgery, diagnostic and procedural, and laboratory areas. One example involves practices in the Microbiology Laboratory. Since patients are often already on antibiotic therapy when they come to the Hospital, it can be difficult to diagnose blood infections (sepsis). The lab at NYP/Columbia has been using special antibiotic-absorbing resin bottles to collect blood specimens to test for infection, which enable faster and more frequent diagnosis of sepsis.

"Through *HERCULES* and sharing of best practices, it became clear that this was a great opportunity to pursue at NYP/Weill Cornell," says

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Designed to meet the challenges of health care reform by finding opportunities to reduce costs, while maintaining our commitment to *We Put Patients First*.



Dr. Susan Whittier, Associate Director, Clinical Microbiology Service (left), and Mirna Marc, Medical Technologist, Clinical Microbiology Service at NYP/Columbia, examine patient cultures using antibiotic-absorbing resin bottles that enable earlier detection of blood infection.

The Microbiology Service at NYP/Weill Cornell will switch to this technology as a result of *HERCULES*. William Murphy, Laboratory Technologist, and Jeanette Francois, Lead Technologist, are shown here in a NYP/Weill Cornell microbiology lab.

HERCULES Work Groups Look for Potential Savings Everywhere

Six work groups have been created at NYP to find cost-saving and revenue-enhancing solutions, while remaining focused on *We Put Patients First*.

Clinical Resource Optimization

Goal: To enhance patient outcomes by reviewing clinical practice patterns and eliminating unnecessary provision or variation in care whenever possible.

Supply Utilization

Goal: To identify opportunities to reduce, and in some cases eliminate, the quantity of goods and services used, as well as review all medical supplies and devices in order to standardize whenever possible.

Length of Stay

Goal: To evaluate opportunities to streamline patient care processes while ensuring optimum care and timely discharge.

Revenue Cycle

Goal: To continue to ensure that NYP is accurately and appropriately paid for the services it provides.

Corporate & Support Costs

Goal: To redesign processes using best practices and innovation in order to lower corporate and support costs.

Service Delivery & System

Goal: To assure that patients receive care in the most appropriate settings across the NewYork-Presbyterian Healthcare System.

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Ms. Petrower. “Not only does this result in better patient outcomes, but if we appropriately document evidence that a patient has sepsis and is more acutely ill, the Hospital will be reimbursed more appropriately, at a higher rate.”

At this time, physicians, nurses, managers and staff are working hard on hundreds of similar *HERCULES* projects across NYP campuses. “We need everyone at NYP to understand the significance of this initiative and we need everyone’s help, ideas and support,” says Dr. Corwin. “This is a major task, but we are a great team, and given all that we have accomplished and our strong commitment to do the best for our patients and their families, we are confident that everyone will pull together to achieve our goal.” ■

Former Mayor Ed Koch Honored



(From left) Dr. Lee Goldman; Mark Schwartz, NYP Trustee; Heather McNamara; Ed Koch and Dr. Pardes.

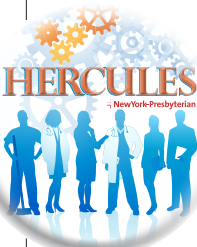
Edward I. Koch, who has been featured in TV commercials highlighting his care at NYP, was honored with an Award for Distinguished Service by the Columbia Presbyterian Health Sciences Advisory

Council on May 26. “We honor Mr. Koch for his decades-long work to improve the health and well-being of all New Yorkers, and for his gracious outreach on behalf of NewYork-Presbyterian, our clinical teams

and the promise of academic medicine,” Dr. Pardes said.

In accepting his award, the former mayor acknowledged another familiar face from television — Heather McNamara. The 9-year-old, who can be seen in a Hospital television commercial talking about her pioneering multiple-organ transplant, was present for the award ceremony. “She and I were very lucky to come here, and I’m here to give my thanks,” said Mr. Koch.

The biannual Council meeting also highlighted innovative research at NYP/Columbia. Joshua Sonett, Chief of Thoracic Surgery, NYP/Columbia; Martin Leon, Director of the Center for Interventional Vascular Therapy at NYP/Columbia; Mitchell Elkind, Assistant Attending Neurologist, NYP/Columbia; and John Chabot, Chief, Division of GI/Endocrine Surgery at NYP/Columbia, spoke about how collaboration among researchers leads to research advances that directly benefit patients and their families. ■



Some Important *HERCULES* Projects

Saving on Sage Comfort Baths

Sage Comfort Bath is a product used across NYP to bathe patients during times when the Hospital is under water restrictions. Currently, we spend close to \$1 million each year to purchase this product. Since the Hospital is no longer under water restrictions, staff can safely bathe patients using regular soap and water. As part of the *HERCULES* Initiative, we will no longer be using *Sage Comfort Bath* on our patient units.

Save Our Linen

Every day at NYP, 500-600 pounds of laundry are lost or inadvertently discarded, a loss of \$1.2 million over the course of a year. Through *HERCULES*, a “Save Our Linen” program was launched in June to explore ways to reduce the loss of sheets, towels, and patient gowns and promote their optimum use. Managers have begun working with staff to review laundering guidelines and appropriate use of laundry chutes on the patient units. Linen dispensers are also being considered for use in certain areas, to help manage linen distribution and supply.

Look for other examples of *HERCULES* cost-saving initiatives in upcoming issues of *NYP*Press.

NYP Rocks New York Mag Best Doctors Edition

For the 11th straight year, NYP had the most physicians listed in *New York* magazine’s “Best Doctors” issue.

The print edition, which came out June 13, lists 191 NYP physicians, representing 17 percent of the 1,144 New York City-area doctors listed — the same percentage as last year. The magazine lists 123 physicians affiliated with NewYork-Presbyterian Health System (excluding NewYork-Presbyterian Hospital). Together, NewYork-Presbyterian and System hospitals account for 27 percent of all physicians listed.

Robin Kalish, M.D., Director of Clinical Maternal Fetal Medicine at NYP/Weill Cornell, and Michael Vitale, M.D., Chief of the Pediatric Spine and Scoliosis Service at NYP/Columbia, are two of only six surgeons highlighted in a series of short profiles about doctors performing “life-changing” surgeries.

The magazine compiles its “Best Doctors” list using Castle Connolly’s *Top Doctors: New York Metro Area*, adjusting for factors such as geographic balance, to better reflect the magazine’s readership. Physicians are from the tri-state area. For more information: nymag.com/bestdoctors.



Noted Oncologist Celebrated

Anne Moore, M.D., Attending Physician at NYP/Weill Cornell, Professor of Clinical Medicine at Weill Cornell Medical College and Medical Director of the Medical College’s Breast Center of the Iris Cantor Women’s Health Center, received the Maurice R. Greenberg Distinguished Service Award on June 1.

The award, for which Mr. Greenberg provided a generous endowment in 1981, pays tribute to NYP/Weill Cornell physicians’ extraordinary clinical and scientific accomplishments.

A noted oncologist who estimates that she has consulted on about 10,000 breast cancer patients, Dr. Moore received a standing ovation from family, friends and colleagues as she graciously accepted the award from Mr. Greenberg.

Mr. Greenberg, the former chairman and CEO of American International Group, is Chairman Emeritus of the NewYork-Presbyterian Hospital Board of Trustees and a member of the Weill Cornell Medical College Board of Overseers. ■



(From left) Greenberg dinner co-chairs Peter Guida, M.D., and Bernadette Castro; Maurice R. Greenberg, Chairman Emeritus, NYP Board of Trustees; Attending Physician Anne Moore, M.D., Greenberg Distinguished Service Award winner; Arnold Lisio, M.D.; Corinne Greenberg; Dr. Pardes; Anita Gotto; Antonio M. Gotto Jr., M.D., Dean, Weill Cornell Medical College.

Stay Safe This Summer

Summer has arrived, and along with fun in the sun come precautions we should all heed. The following are some tips to help you stay healthy in the heat.

- More outdoor activities mean more opportunities for injury. If you are injured, remember: **R.I.C.E.**
Rest — stop the activity immediately;
Ice — apply ice to the injured area every two hours for 15 minutes;
Compress — bandage and apply pressure to the injured area firmly to reduce bleeding or swelling; and
Elevate — move the injured area above the level of your heart.
- Take your workout indoors. Outside, drink plenty of fluids, wear sunscreen, and try to maintain an even body temperature.
- Protect eyes from the sun with sunglasses that provide more than 95 percent UV protection.
- Parents should make sure their child's camp has emergency contact numbers and that children are well hydrated, practice sun and water safety, and use bug spray.
- One severe sunburn increases skin cancer risk, and as few as five sunburns doubles the risk. Apply sunscreen or sun-block generously, minimize exposure to the sun, and avoid tanning beds — use self-tanning creams instead.
- Eat seasonal vegetables and fruits.
- Drink water, seltzer, juice diluted with seltzer, low-fat milk or iced tea instead of alcohol.
- For those with allergies, try to stay in air-conditioned spaces, since air conditioners can filter out large, airborne pollen particles. Cut back on morning activities when pollen counts are highest.
- Choose a designated driver in advance.
- If you plan to travel, pack a healthy travel kit, including acetaminophen or ibuprofen for pain or fever; Imodium for mild diarrhea; altitude or motion sickness medications; bottled water; insect repellent; water purification tablets; existing medications; and emergency contact information. Check vaccination requirements for the location to which you are traveling.

- Use proper fire precautions when using an outdoor grill — light the match before turning on propane gas and never grill indoors.

- Fireworks and sparklers should be handled by trained professionals. Stay at least 500 feet away from a fireworks display.



NYP/Westchester Walkers taking off from the starting line.

Taking Steps to Tackle Autism

About 15,000 people came to the bucolic campus of NYP/Westchester in White Plains on Sunday, June 5, to participate in a two-mile walk to raise money for autism research. A second walk took place on the same day at the South Street Seaport in Manhattan, both sponsored by Autism Speaks.

NYP/Westchester is the future home of the Institute for Brain Development, created in partnership with Autism Speaks and the New York Center for Autism, expected to open in 2012. The Institute will be a center of excellence for best-practice evaluations and treatments, research

and education.

“Thanks to Autism Speaks and all of the many walkers and supporters of this remarkable event, the burden of an autism spectrum disorder may be a little lighter in the years to come,” said Dr. Corwin, speaking at NYP/Westchester.

About 300 NYP employees sporting bright red T-shirts joined the walkers — many of whom wore T-shirts with images of a family member with autism — as they wended their way around the campus. The day also included a community resource fair that provided autism information as well as music and activities for

children, including bounce houses, face painting and balloons.

About \$25,000 was raised from NYP/Westchester employees alone; overall the event has raised \$850,000 and counting, with the expectation that the total fund-raising goal of \$1.1 million for the Westchester walk will be met once all donations are accounted for in the coming weeks. All proceeds go to support the efforts of Autism Speaks to increase awareness about the growing autism epidemic, fund innovative research and family services, and advocate for the needs of individuals with autism and their families. ■



An estimated 15,000 family members and friends of those with autism joined about 300 NYP employees during their fund-raising walk around the NYP/Westchester campus.

(Inset) (From left to right): Linda Espinosa, R.N., VP, Nursing and Patient Care Services, NYP/Westchester; Dr. Corwin; Catherine Lord, Ph.D., future director of the Institute for Brain Development, NYP/Westchester; and Philip Wilner, M.D., VP and Medical Director, Behavioral Health, NYP/Weill Cornell.



South Street Seaport
 Senator Charles Schumer greeted participants in the autism walk at the South Street Seaport.



It's been lights, cameras, action 24/7 at NYP for the last few months. Now filming for the ABC medical documentary series is coming to a close. While the bulk of the filming is over, some of the film crew will still be seen around the Hospital over the next few months as they complete final segments.

"We are pleased that ABC has decided to base its next medical series here at NYP," Dr. Pardes says. "We thank the ABC crew and all of our staff who have been involved in the project and look forward to watching the series next year."

Says producer Terrence Wrong: "We'd like to say a big 'thank you' to Dr. Pardes and all those at NYP who helped us make this happen. It has been a great privilege to be at NYP, one of our nation's great medical treasures, where we've seen medicine practiced at its best."

The seven-part series is expected to air in the spring or early summer of 2012.

25 Years of Clowning Around

The Big Apple Circus Clown Care Program, which involves visits to hospitals and medical centers from specially trained clowns, has been entertaining children at NYP for a quarter of a century. On May 23, Clown Care celebrated this milestone at MSCHONY with a visit from the clowns. By providing sick children the positive power of hope and humor, clown visits have been shown to help healing.



The clowns sang, blew bubbles, played music and entertained children and adults during their visit to MSCHONY.

Awards and Honors



Herbert Pardes, M.D.

Dr. Pardes was given a "Man of Good Conscience" award from the Association of Women Psychiatrists on May 17. The award was developed in 1999 to "honor men with professional power who use this power fairly to nationally interact with, assist and recommend competent and willing women for leadership

roles and other professional duties."

Michael Fosina, M.P.H., F.A.C.H.E., Vice President and Executive Director of the NYP/Allen Hospital, was honored as a 2011 American College of



Michael Fosina

Healthcare Executives (ACHE) Regent's Award Winner by the Health-

care Leaders of New York (HLNY). Based in Chicago, the ACHE is an international professional society of more than 30,000 health care executives who lead hospitals, health care systems and other health care organizations. The award recognizes ACHE fellows who have made significant contributions to the advancement of health care management excellence. The award was presented June 15 during the HLNY's Annual Gala in East Meadow, New York. Mr. Fosina also was honored by Riverdale Senior Services at its 37th anniversary spring celebration on

June 6 for his ongoing support of the organization, of which he is a past president.

Eliza O'Neill, Manager of Public and Community Affairs at NYP/Westchester, was named



Eliza O'Neill

a "40 Under 40" rising star for 2011 by the Business Council of Westchester. She has been with NYP since

2003. The honor pays tribute to 40 individuals under the age of 40 in Westchester who "surpass expectations, raise the bar and set new standards for success."

NYP/Columbia has named new leadership in cardiothoracic surgery. **Emile Bacha**, M.D., Director of Congenital and



Emile Bacha, M.D.

Pediatric Cardiac Surgery, has been appointed Chief of the Division of Cardiothoracic Surgery.

Michael Argenziano, M.D.,



Michael Argenziano, M.D.

Director of Robotic Cardiac Surgery and Director of the Surgical Arrhythmia Program, was named Chair of the Section of Cardiac Surgery within the Division of Cardiothoracic Surgery.

Georgia Persky, R.N., M.B.A., D.N.Sc., Vice President, Patient Care Services, NYP/Columbia, has been honored by *Nursing Spectrum* magazine with a 2011 Nursing Excellence Award in the category of Advancing and Leading the Profession in the New York/New Jersey region. The award was presented on June 2 in Teaneck, New Jersey.



Georgia Persky

NYP Fair Teaches Hands-On Lessons in Safety

More than 650 children from Washington Heights and Manhattan's Upper West Side attended the Steven Z. Miller 11th Annual Pediatric Emergency Medicine Health Fair at MSCHONY May 26. The fair featured more than 25 booths and taught elementary school children about injury prevention and healthy living.

Children learned about proper dental care, bicycle and swimming safety, Internet safety, the importance of using sunscreen, the dangers of smoking, how to recycle and how to call 911.

The fair is held in the memory of the late Dr. Miller, who was Director of Pediatric Emergency Medicine at Morgan Stanley Children's Hospital.

Brearley High School volunteers Shana Burstein (left), daughter of Joan Bregstein, M.D., Director of Community Outreach, Division of Pediatric Emergency Medicine, and director of the health fair, and classmate Eva Islam taught children the importance of 911 and what critical information to give the operator in case of a real emergency. The children were taught to respect this number while empowering them to use it if absolutely necessary.



Snacks Around the Clock

A new Au Bon Pain recently opened at NYP/Weill Cornell, bringing to three the number of cafes available to serve staff, patients and visitors. "The feedback has been very positive," says Jaclyn Mucaria, SVP, Ambulatory Care and Patient Centered Services, "especially the extended hours of operation, which benefit families and staff who work through the night."

Au Bon Pain cafes provide nutritional information about their products that enable customers to make smart eating choices.

Café locations: The main lobby at East 68th Street, with an expanded dining area, open 24 hours, seven days a week; kiosk in the Starr lobby, open Monday through Friday 7 a.m. to 3 p.m. and kiosk in the Perelman Heart Center Atrium on Greenberg 4, open Monday through Friday 7 a.m. to 7 p.m.



Even Pennies Go a Long Way

Students from the Solomon Schechter School of Manhattan collected 83,333 pennies in one month through the Penny Harvest program and donated the money to benefit the Neonatal Intensive Care Unit (NICU) of Komansky Children's at NYP/Weill Cornell. The third-graders presented their check for \$833 — double their donation from last year — during a visit to the campus June 2. The money will go toward the purchase of MP3 players for the NICU.

Third-graders from the Solomon Schechter School of Manhattan presented their check before touring the Pediatric Library and the Command Center. Laura Forese, M.D., SVP, Chief Medical Officer and COO of NYP/Weill Cornell (center), greeted the students.



Brain Attack Awareness Day

NYP held its first Brain Attack Awareness Day May 16 in the Heart Center at NYP/Columbia to celebrate National Stroke Month and increase stroke awareness. More than 100 community residents received free stroke-risk appraisal screenings consisting of blood pressure, glucose, cholesterol, body mass index and carotid Doppler ultrasound and were counseled on how to modify their risks. Doug E. Fresh, a well known hip-hop artist, gave a performance for children from the Bronx to help them identify signs of stroke and call 911 quickly.

Dr. Olajide Williams, Director of Acute Stroke Services and creator of the program Hip Hop Stroke, spoke with 6th- to 8th-graders about stroke signs and symptoms.

Inset: Doug E. Fresh raised stroke awareness through hip-hop song and dance.





■ **FOR RENT** (summer share): Furnished, renovated, one-bedroom cottage in Westhampton Beach. Sleeps four. Pool, A/C, barbecue, laundry. Can walk to town, library, places of worship. Close to village beach. Available Memorial Day through Labor Day or monthly. Call (631) 727-0626 or e-mail jtp13@hotmail.com for pics.

■ **FOR RENT** (through September): Large, renovated, unfurnished studio apartment on cul-de-sac off Fieldston Road in Riverdale. Eat-in kitchen, porch and garden. \$975/month plus utilities. Call (917) 509-1151 or e-mail pbr2101@columbia.edu.

■ **FOR SALE:** Renovated 1920s colonial home in Lakeville section of Great Neck. Three bedrooms, 2.5 baths, dining room, den, office, eat-in kitchen with high-end appliances. Landscaped 600'x100' lot, small deck, unfinished basement and attic, detached one-car garage. Lakeville/Great Neck South schools; all park district and library privileges. Walk to worship, city bus and LIRR. For sale by owner, who has lived in the house for 29 years. Asking \$800,000. Call (516) 967-8291 or e-mail bk11020@yahoo.com.

■ **FOR SALE:** Contemporary-style, three-bedroom house in serene country setting 20 minutes from NYP/Westchester, 40 minutes from NYP/Columbia. Three bedrooms, 3.5 baths (2.5 marble, one sparkling quartzite). Cathedral ceilings and fireplaces in living room and first-floor master suite. Whirlpool; kitchen with granite counters; home office, waiting room; loft with play space or exercise room; au pair or second office; in-ground pool in idyllic meadow; gardens; fish pond. Community swimming pond on quiet country lane. Excellent schools, recreation facilities. \$880,000. Call (914) 522-6437.

■ **FOR SALE:** One-bedroom apartment (600 square feet) at 4499 Broadway. Spacious entry foyer, windowed kitchen. Live-in super. Near A express subway, just south of Fort Tryon Park and the Cloisters. Many extras. Sublet allowed. Asking \$200,000. Call (201) 707-9861.



COMPLIANCE HELPLINE

To report fraud or violations of NYP's Code of Conduct, call the Compliance Helpline at (888) 308-4435. Anonymous calls are accepted.



promotions

Human Resources reports the following promotions as of May 31, 2011:

NYP/ACN

Elsy James
Nurse Practitioner,
ACN-Ft. Washington Ave

Daisy Amanda Velasquez
Supv, Amb Care Svcs

Abdul Chowdhury
Patient Fin Advisor-
Pat Access, Medical
Group Practice



Abdul Chowdhury

NYP/ALLEN

Donna Tinling-Solages
Dir-Nursing, 1-RS-
Administrat, Allen

Jose Espinal
Transporter - Messenger,
Allen-Patient Transport



Jose Espinal

NYP/MSCHONY

Yaniris Espaillat
Clinical Nurse III,
CH-5/6S OB & Nursery

Betty Fernandez
Executive Assistant,
Children's Hospital
Administrat

Josefina Macauba
Mgr-Respiratory
Therapy, Children's
Respiratory Care

Tessa Allison Bristol
Unit Assistant,
CH - Cardiac ICU



Tessa Allison Bristol

NYP/COLUMBIA

Jessica Amankwanor
Endoscopy Technician,
Endoscopy Suite

Sahary M. Banguela
Patient Fin Advisor-Pat
Access, Film File Library

Therese Beraud
Nurse Coordinator,
Oper Rms MB-3-4

Elizabeth Bermudez
Patient Fin Advisor-Pat
Access, Film File Library

Wayne Browne
Coord-Elevator Service,
Elevator Operation

Olimpia DeQuesada
Patient Fin Advisor-
Pat Access,
Mammography-API

Magda Escarfuller
Unit Assistant,
MB-4HN MICU

Murielle Frederick
Clinical Nurse III, MB-
8GS Neuroscience ICU

Carmen Gomez
Clinical Nurse II, MB-6HS

Juany Guerrero
Patient Fin Advisor-
Pat Access, Admitting-
Discharge-Billing

Ana Jimenez
Patient Fin Advisor-
Pat Access, MRI-PH

Lucetta W. Johnson
Spl-Perf Improvement,
Regulatory & Quality
Info Mgmt

Pei-Chi Liu
Mgr-Core Measures,
Regulatory & Quality
Info Mgmt

Orrett Lobban
HVAC Mechanic
Unlicensed,
Refrigeration Dept

Teewana Malcolm
EKG Technician,
Electrocardiology-Adult

Albert Miranda
Inventory Control Clerk,
Sterile Supplies

Alex Pizarro
Pharmacy Technician,
Pharmacy-Administration

Brad Potter
Supervisor,
Radiology Services

Gleoneisi A. Ramirez
Analyst-Operations,
Cardiac Catheterization
Lab

Lisa Ramroop
Spl-Research-Evaluation,
Washington Heights
Initiative

Dana Rivers-Heath
Clinical Nurse III,
MB-8HS Neurology

Mavis Denise Robinson
Patient Care Director,
MB-7GN Orthopedics

Migdalia Rosa
Proj Leader - IS, Service
Line-Cardiac

Erika Santos
Staff Assistant, Kidney
Transplant Program

Nancy Jane Smith
Coord-Transplant, Lung
Transplant Program

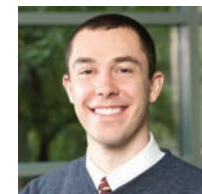
Antonio Sobrino
Lab Manager,
Genetics Lab CHS-309

Laura V. Soto
Patient Fin Advisor-
Pat Access,
Mammography-API

Cristina Tesorio
Clinical Nurse III,
MB-4HS Surgical Unit

Taknida D. Tubo
Supv-Lab Services,
Genetics Lab CHS-309

Joel Berning
Chaplain, Pastoral
Care and Education



Joel Berning

James Vieira
Mgr-Radiotherapy Eng,
Radiation Oncology

NYP/WEILL CORNELL

Loreen Acevedo
Admr-Patient Services,
Patient Services

Edward D. Bradley
Coord-Program, OFO
Corporate Engineering
Rafique Khaled
Lead Pharmacy Tech,
Pharmacy



Rafique Khaled

Jerome Capity
Senior Security Officer,
Security

Mercedes Crespo
Dir-Med Staff Svcs,
Medical Board/Staff
Services

Vijayashree Dargula
Analyst-CMMS System,
Facilities Suppt

Eunirys Dyubo
Administrative Assistant,
Clin Lab Admin

Sean Hayes
Mgr-Logistics Operations,
Procurement/Strategic
Sourcing

Elaine Hui-Martinez
Project Leader - IS,
CPOE

Sheree M. Mitchell
Cafeteria Cashier,
Food & Nutri Svc

Paulette C. Ramsay
Patient Assistant,
W&C Health-L&D

Cheryl Reid
Cafeteria Cashier,
Food & Nutri Svc

Igor Saavedra
Mgr-Fire Det and Supp
Systems, OFO Corporate
Compliance

Fatmata Sillah
Cafeteria Cashier,
Food & Nutri Svc

Kristen Anne Terranova
Spl-Quality-Info,
Transfusion Medicine

Ana Cristina Urso
Clinical Spl Physical
Therapy, Rehab Medicine

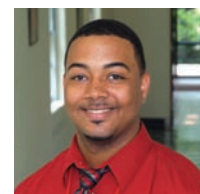
Kindra White
Nurse Epidemilgst,
Epidemiology

Joseph F. Zwarick
Patient Care Director,
Med/Surg-Dialysis

NYP/WESTCHESTER

Kevin Cantwell
Administrative Sr Staff
RN, Nursing Crisis
Stabilization - 6N

Mardevon T. Alexander
Psychiatric Technician,
Nursg-Child(nc)



Mardevon T. Alexander

If you know of any promotions that have been omitted, please report them to Human Resources at these numbers: 746-1448 (Weill Cornell); 305-5625 (Columbia). Photos by Charles Manley.



give the gift of life

NYP's third annual summer blood drive campaign will take place in July. Summer is the busiest time of the year for emergency rooms and trauma centers nationwide, yet

because of vacations and closed schools, far fewer people are available to donate. A grand prize of \$1,000 toward a trip will be awarded by lottery to one

lucky donor who has donated at least twice in 2011.

You can donate at the following times and places.

NYP/Columbia, Milstein Lobby
Tuesday, July 12, 9 a.m. to 6 p.m.
Wednesday, July 13, 9 a.m. to 8 p.m.
Tuesday, July 19, 9 a.m. to 6 p.m.

NYP/Allen, Thayer Conference Room
Tuesday, July 19, 11 a.m. to 7 p.m.

NYP/Weill Cornell
Wednesday, July 13, 8 a.m. to 6 p.m. in the Garden Café
Wednesday, July 20, 8 a.m. to 6 p.m. in the Cayuga Room

Morgan Stanley Children's Hospital, Wintergarden
Wednesday, July 6, 9 a.m. to 6 p.m.

463 7th Avenue, busmobile parked on West 36th Street
Thursday, July 28, from 9:30 a.m. to 4:30 p.m.

Mentoring Program Jump-Starts Medical Careers

Six years of Saturdays and summers spent learning about science have prepared another class of Washington Heights/Inwood students for college and likely careers in medicine.

The Lang Youth Medical Program class of 2011 — five young men and women — graduated from the program on June 13.

They entered the program in 2005 as middle-school students. Since then they have spent most of their free time learning about medical technology, observing operations and attending medical lectures at NYP/Columbia, all the while being mentored by doctors and researchers. Now they are headed to studies at Mitchell College, the University of Wisconsin-Madison and the University of Udine in Udine, Italy.



Eugene Lang congratulated the 2011 graduates of the Lang Youth Medical Program: (From left) Michael Abalos, Ariana Pittman, Alisa Shmukler, Kafela Craft and Hector Sanchez.

Joining the students at their graduation ceremony was Eugene M. Lang, the philanthropist who founded the program. Now funded entirely through donations, it is the only hospital-based medical mentoring program of its kind in New York City.

If you would like to get involved with the Lang Program, call (212) 305-0806.

Joining Forces to Conquer Sickle Cell Disease

Dozens of patients with sickle cell disease — including 20 children who have undergone bone marrow transplants at NYP and are now cured — as well as family members and clinical specialists met at NYP on May 22 to exchange information and learn more about this serious disease. Many attendees spoke about their experiences living with sickle cell disease and the impact of treatment, while pediatric hematology specialists discussed therapeutic options. For more information call NYP/Columbia Pediatric Hematology Program at (212) 305-2466 and the Pediatric Stem Cell Transplantation Program at (212) 305-8443.



Families and children affected by sickle cell disease who are being treated at the NYP/Columbia pediatric sickle cell program.

In Memoriam



William Teich Greene

• William Teich Greene

Hundreds of friends and colleagues of Bill Greene bid Bill an emotional farewell at a service held May 26 at the Huntington Jewish Center in Huntington, New York, and at a memorial service June 6 in NYP/Weill Cornell's Uris Auditorium.

Bill died on May 24 at the age of 58 after a long illness. He was Vice

President of Clinical Services at NYP/Weill Cornell at the time of his death.

He had joined the staff of what was then New York Hospital-Cornell Medical Center in 1976 as Administrative Resident and went on to serve in varied roles in Paramedic Services and Professional Services. During his extraordinary career he became widely known and admired for his ability "to get things done."

Among his many accomplishments were guiding the expansion of the NYP/Weill Cornell Emergency Department. He also enlarged NYP's Emergency Medical Services — according to Emergency Physician-in-Chief Neal Florenbaum, M.D., NYP in 1996 had six ambulances and today has 40 — and he established the first hospital-based pediatric transporter service.

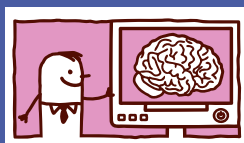
"His sense of humor, his smile, his joie de vivre — we remember them all, and we were blessed and privileged to have known him," said the Hospital's senior leaders in Bill's *New York Times* obituary.

At his memorial service Dr. Pardes described Bill as a hospital administrator with unparalleled skills and an unmatched commitment to NYP's work. Speaking on behalf of NYP's Board of Trustees at the service, long-time Trustee Charlotte Ford remembered Bill as "a true mensch who always found a way to say 'yes.'" Jeffrey Bokser, Corporate Director, Safety and Security, said, "Before the Press Ganey patient satisfaction surveys, there was a William Teich Greene standard of excellence."

Bill is survived by dear friends, family and his precious dog, Lilly.

In his honor NYP plans to name the Hospital's Command Center "the William Teich Greene Emergency Operations Center" and to dedicate the Emergency Medical Services critical care transport units "in honor of William Teich Greene, Founder of NYP*EMS."

volunteers needed



BRAIN AGING AND PHYSICAL FITNESS STUDY

We are seeking healthy adults between the ages of 60 and 75 to participate in a brain and physical fitness study at Columbia University Medical Center.

Participants must be sedentary and employees, retirees or alumni of Columbia, Presbyterian Hospital or NYSPI.

If you're not yet eligible, get your parents, grandparents, or older

friends involved!

Qualified individuals will play a scientifically-based video game in our laboratory, exercise at a gym and be tested to determine the effects on attention, memory, and cognitive performance.

Participants will be compensated for their time.

Contact the Division of Cognitive Neuroscience Study hotline: (212) 851-5590.



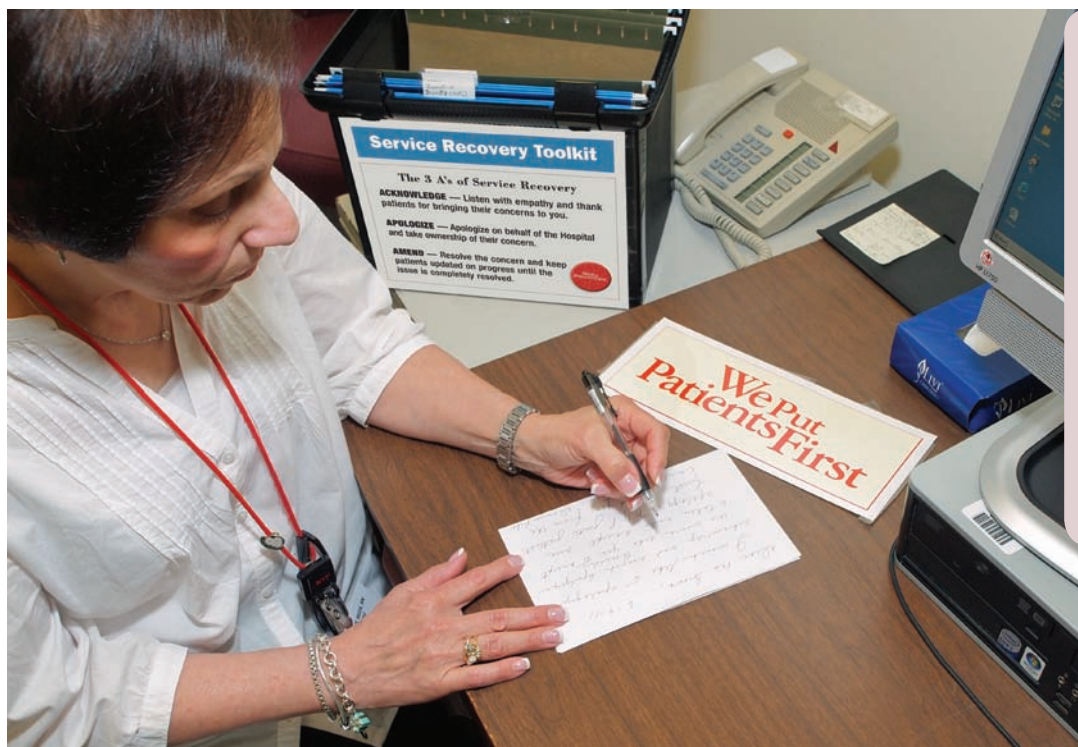
Making It *Right* When Things Go Wrong

When patients come to our Hospital, they deserve the most compassionate care and service. Even though we are committed to doing the best for our patients, sometimes we do not meet their expectations. A patient may experience unexpected delays or there might be an unintended miscommunication. At times like these, we can amend the situation by performing Service Recovery.

NYP's Service Recovery Program includes a three-step communication process and a toolkit with small gift items to help us say we are sorry. All employees who come in contact with patients or visitors should feel empowered to address a concern or complaint in real time by following the Three A's of Service Recovery — Acknowledge, Apologize and Amend — and using their Service Recovery Toolkit.

Service Recovery Toolkits contain parking vouchers, gift shop vouchers, puzzle books, playing cards, and food and beverage vouchers to help staff apologize to patients and families on behalf of the Hospital. Giving patients an item in the toolkit doesn't replace acknowledging, apologizing and amending — it complements it! Every staff member can use the Service Recovery Toolkit. If you are not sure where your toolkit is, or how best to use it, talk to your supervisor.

Since the Service Recovery Program was introduced in 2007, it has made a difference for our patients and their families. Over the past four years, our ratings on the Press Ganey Survey question regarding how we address concerns and complaints has risen by ten points, and we are working to make things even better. We all want our patients to have a perfect experience, but one of the hallmarks of a truly great hospital is how we respond when they don't. ■



“We aim to make patients and their families feel listened to and understood. Apologizing for not meeting expectations is part of showing compassion and respect to all patients and their families.”
— *Donna Reda, R.N., NYP/Westchester*



“Whenever a patient or family concern is brought to my attention, I always try to see if there is something I can do to make it right. Every interaction we have is an opportunity for us to build our patient's trust in our Hospital.”
— *Ruben Quinones, Patient/Family Liaison, NYP/Columbia*



“Service Recovery demonstrates that although things may go wrong, we can use those experiences as opportunities to build better relationships with our patients and their families.”
— *Justin Maldonado, Patient Registrar, NYP/Weill Cornell*

The Three A's of Service Recovery

ACKNOWLEDGE — Listen with empathy and thank patients for bringing their concerns to you.

APOLOGIZE — Apologize on behalf of the Hospital and take ownership of the concern.

AMEND — Resolve the concern and keep patients updated on progress until the issue is completely resolved.



Benefits Corner



WELLNESS BENEFITS

The NYP Benefits Infonet site has a new section, Wellness Benefits, developed in partnership with Empire BlueCross BlueShield. *Wellness Benefits* includes a link to the monthly Health Focus Calendar, as well as healthy living videos, information on how to help ensure healthy vision, a variety of health-related discount programs, information about the 24/7 Nurseline, which offers access to qualified registered nurses, and a special section for future moms.

On the Infonet, click on *For Employees, Your Human Resources Site, Employee Benefits* under *HR Support Services*, and look under *Wellness Benefits*. For detailed information about the individual Wellness programs, log on to the Empire BlueCross BlueShield site at www.empireblue.com/nyp.

The Benefits Infonet site also offers helpful information about the NYP Benefits Plan, including a Benefits Video; links to benefits vendors; information and forms concerning your medical, dental, flexible spending accounts and life insurance; and provider directories.



VOLUNTARY BENEFITS ENROLLMENT

The annual enrollment period for voluntary insurance benefits runs through September 2, 2011. Counselors are available to meet with you to answer questions and provide details about Short-Term Disability, Specified Disease Insurance for Critical Illnesses, and Universal Life benefit programs.

Individual Short-Term Disability provides you with a source of income if you become ill or have an injury and are unable to work. This plan, in addition to your sick time and the state-mandated plan provided by the Hospital, is your personal income protection.

Specified Disease Insurance allows you to receive a lump sum benefit if you are diagnosed with any of six life-threatening illnesses: heart attack, stroke, major organ transplant, end-stage renal (kidney) failure, coronary artery disease and cancer. This benefit is designed to help with costs your medical coverage does not cover.

Universal Life Insurance provides permanent insurance coverage designed to last beyond your working years. Premiums remain the same as you age. Coverage options are also available for your spouse and/or dependent children without covering yourself.

For more information about these plans, or to schedule an appointment with an Enrollment Counselor, call (800) 229-5129.

GREEN PAGES CONTACT INFORMATION



Benefits Corner
(212) 297-5771
BenefitsBridge@nyp.org



Employee Activities
(212) 746-5615
activities@nyp.org

Other Green Pages News
hrweb@nyp.org

Employee Activities and Services

TICKETS AVAILABLE AT ERRAND SOLUTIONS

Movie tickets and the sports and family entertainment tickets listed below are available for purchase at your site's Errand Solutions Desk. Tickets can be purchased by check, money order, cash or major credit cards. You will be required to present your NewYork-Presbyterian employee ID when purchasing tickets.

For discounts on additional sports and family entertainment tickets, contact Plum Benefits, Monday through Friday, from 9 a.m. to 5 p.m., at (212) 660-1888, or log on to www.plumbenefits.com.

If you have any questions, please e-mail activities@nyp.org.

Please note: *All tickets are limited to four per NYP employee. Tickets will not be held and are available on a first-come, first-served basis.*



Cirque du Soleil - Zarkana

Saturday, July 30
Radio City Music Hall
2nd Mezzanine
8 p.m.
\$67.50 per ticket
(adults and children 2 years and older)

Madame Tussauds New York - Wax Museum

Admittance to the attraction, the cinema, 4D and SCREAM
\$23 per ticket (age 2 and under free)
For more information go to www.nycwax.com.



New York Yankees vs. Los Angeles Angels

Wednesday, August 10
7:05 p.m.*
Section 207
\$57 per ticket
(adults and children 2 years and older)

New York Mets vs. Atlanta Braves

Saturday, August 27
4:10 p.m.*
Section 137
\$43 per ticket
(adults and children 2 years and older)

***Note:** *All game times are subject to change. Please check team website prior to game date.*

errand solutions at NYP

Stop by Errand Solutions if you are planning a July 4th celebration and let them help you with your party needs. If you need steaks for a barbecue, Errand Solutions has one of the best steak Vendor Partners in the business. Errand Solutions can also help you with great catering and bakery services, as well as decorations and mailing your invitations.

You may be thinking of taking a family vacation in July or August. Your Errand Solutions site representative can assist you with travel plans, booking flights, car rentals and more. While you're there, ask them about their current deals and discounts designed to save you money.

Errand Solutions is also here for patients and their loved ones. You can reach Errand Solutions by dialing *99 from any Hospital telephone.

NYP Celebrates Longtime Careers

Breakfast was a celebratory affair for 950 NYP employees in May and June, when they were invited to Hospital-hosted breakfasts at NYP/Westchester, NYP/Weill Cornell, NYP/Columbia or NYP/Allen to mark their 10th or 15th year of employment with the Hospital. Senior leaders joined in to offer congratulations and thanks for their dedication.

