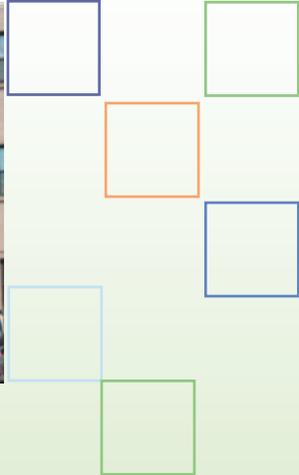


Community Service Plan

Plainview Hospital

2011-2012



Mission Statement for Plainview Hospital

As a member of the North Shore-LIJ Health System (referred to as North Shore-LIJ), Plainview Hospital (PL) strives to improve the health and quality of life for the people and communities we serve by providing world-class service and patient-centered care.

Who We Are

Plainview Hospital is a 204-bed community hospital that provides an array of medical services, with emphases on cardiac, neurosciences and pulmonary disease. It offers a broad range of maternal and newborn health services, which include designation as a Level II Perinatal Center. The hospital's cardiac services include state-of-the-art cardiac diagnostic services and an innovative program of Early Heart Attack Care (EHAC). The emergency department is equipped with the latest technology for inhalant medication administration for the treatment of patients with asthma and patients suffering from severe respiratory failure. In 2011, Plainview Hospital had 12,097 discharges (excluding normal newborn discharges), delivered 1,318 babies, provided 34,066 Emergency Department visits (including Emergency Department admissions), and performed 5,415 ambulatory surgeries, including endoscopies.

Prevention Agenda Information

Prevention Agenda for the Healthiest State

In April of 2008, New York State (NYS) Commissioner of Health, Richard Daines, established the Prevention Agenda for NYS. The agenda includes 10 public health priorities for improving the health of all New Yorkers. Each hospital in NYS has been asked to collaborate with area public health departments, healthcare providers, community organizations and their respective counties, and select two of the 10 public health priorities for collaborative programming. Plainview Hospital selected decreased tobacco use and unintentional injuries, specifically falls within the elderly population. Since 2009, as part of the four-year Prevention Agenda Program, PL continues to address these priorities by: a) raising public awareness of both issues; b) developing and expanding provider training and community education programs; and c) impacting public policy through advocacy, research and grant opportunities.



Tobacco Use

Through collaboration with local health departments and other community partners, North Shore-LIJ organized a wide range of initiatives over the past year related to smoking

cessation. A cornerstone of this campaign was the announcement that as of January 2010, all member hospital campuses are smoke free, as part of the “Breathe Easy Campaign.” Employees, visitors and patients are informed of this program through indoor and outdoor signage and offered materials on how to quit using tobacco through written educational information available on site, through hospital newsletters (circulation 75,000), and the health system’s Vivo Health TV programming available at more than 80 ambulatory sites. In addition, North Shore-LIJ began working with community organizations in order to increase awareness of the dangers of secondhand smoke, decrease retail advertising of tobacco products to youth, and assist in the development and implementation of smoke free outdoor air policies and appropriate signage. In 2011, more than 8,200 people attended North Shore-LIJ decrease tobacco programs, including 5,600 community members who attended education events, 1,100 community members who completed community-based smoking cessation programs and 1,500 who attended provider facilitated support groups.



Unintentional Injuries

Unintentional injury, including falls, is the number one cause of disabilities and injury deaths among seniors 65 years of age and older. As part of planning work, members of the Office of Community and Public Health met with leaders from numerous community groups, including senior citizen centers, to ensure that potential programs complement existing initiatives within the community. As a result of their feedback, a fall and injury prevention webpage, <http://preventfalls.northshorelij.com>, is now available to patients and community members. The webpage provides information on how adults can prevent injuries and stay independent. It also contains videos, downloadable educational brochures and links to web resources and support groups. North Shore-LIJ has also launched an evidence-based, seven week community-based injury prevention program, Stepping On, at hospital and community sites located throughout its service area. For more information call (516) 465-2500. The health system continues to work closely with community, regional and state partners to develop and evaluate strategies to address injury prevention in seniors.

Other Community Benefit Programs

Additional community-based programs at PL complement and enhance the priorities of the Prevention Agenda. PL fully anticipates that the coalition building inherent in the planning for Prevention Agenda priorities may well afford opportunities to expand the reach of the other community programs that are in place within the hospital.

PL, as part of North Shore-LIJ, provides a broad array of community benefit programs, such as:

- A. Access to Healthcare Services and Caring for the Medically Underserved
- B. Health Professions Education
- C. Screenings and Health Fairs
- D. Community Education and Outreach
- E. Support Groups

A brief description of each program is found below.

A. Access to Healthcare Services and Caring for the Medically Underserved

Financial Assistance Program – North Shore-LIJ is a regional leader in the development of financial assistance programs for the uninsured. The program was implemented in 2004 through the creation of a standard policy as the result of the combined efforts of the Finance Department and the Office of Community and Public Health. Developed after many months of discussion and input from senior leadership, community members, and key staff, the policy provides a uniformly-administered system of reduced fees for the uninsured residents of our service area.

All medically necessary services are covered under the plan. The program is communicated through:

- Multilingual signage throughout facilities
- Multilingual educational brochures at key points of patient contact
- Website (www.northshorelij.com/assistance)
- Staff outreach
- Patient bills - All bills include a notice about the financial assistance program, along with the program's toll-free number, 1(888) 214-4065



This program is available for individuals earning up to five times the federal poverty level (\$110,250 for a family of four). In addition, the application process for financial assistance has been streamlined by simplifying the application to one page and reducing the administrative burden of compiling documentation for the application. Financial Assistance applications are available on-line at www.northshorelij.com/assistance. The application is available in 15 languages. For more information or questions, please call 1(888) 214-4065.

Healthcare Access Center (HAC) – Access to care for those who lack insurance and the resources to pay remains a priority of the North Shore-LIJ Health System. The HAC, staffed by bilingual employees, assists community residents

with referrals for enrollment into government-subsidized insurance programs such as Medicaid, Child Health Plus and Family Health Plus. In addition, the HAC staff refers patients to the Medicaid Prenatal Care Program for assistance with Medicaid for pregnant women and to the Senior Navigator Program within North Shore-LIJ for assistance with Medicare enrollment for seniors. Those not eligible for public health insurance are referred for reduced-cost care at North Shore-LIJ facilities through hospital financial assistance programs and to other low-cost health insurance programs such as Healthy New York and New York Bridge Plan. For more information on the Healthcare Access Center or the services that they provide, please visit www.northshorelij.com/NSLIJ/assistance or call 1(866) 381-1931.

Language Services – With a service area that is growing in its cultural diversity, effective communication in the preferred languages of our patients and community is a priority. A language coordinator leads the language assistance services program. Access to medical interpreters is available in more than 200 languages 24/7, as well as telephonic and onsite interpreters for Limited English Proficiency (LEP) patients. Sign Language interpreters for the deaf and hearing impaired patients and specific communication tools for speech-impaired patients are also available. For more information, please call (516) 396-6377.

Diversity, Inclusion and Health Literacy – As the surrounding communities have become more diverse, North Shore-LIJ has identified Diversity, Inclusion and Health Literacy as core characteristics of the organization. In July 2010, North Shore-LIJ and the Hofstra North Shore-LIJ School of Medicine merged its existing diversity and health literacy initiatives and established the Office of Diversity, Inclusion, and Health Literacy (ODIHL). It was created to drive the health system's mission to provide excellent patient care and foster an environment that supports principles of equity, diversity, inclusion and effective communication. Through initiatives such as a conference entitled, "Health Literacy: Partnering for Patient-Centered Care," a collaboration and development of an educational program with Long Island-Regional Adult Education Network, engaging underserved students through Hofstra North Shore-LIJ School of Medicine Pipeline Program, and providing cultural and communication resources and education to our employees, the ODIHL is advancing cultural and linguistic competence, and promoting effective communication to enhance patient outcomes and eliminate health disparities in the community.

Senior Navigator Helpline – North Shore-LIJ provides an information, referral, and assistance helpline designed to help seniors and their families find and access services. Callers receive free support, guidance, and assistance with issues such as caregiving, home services, insurance, benefits, and referrals. In 2011, the Senior Navigator Helpline assisted with more than 680 inquiries and placed more than 670 follow-up calls to seniors and their families. This year, the Senior Navigator Helpline staff also met with nearly 2,330 individuals through presentations, conferences and health fairs located in various communities. The toll-free service can be reached at 1(888) AGE-MAP2 or 1(888) 243-6272.

North Shore-LIJ Physician Referral Service 1-888-321-DOCS – North Shore-LIJ operates a referral service to help community residents find a perfect local match for their medical needs. Information is available for physician specialties, office locations, languages spoken, hospital

privileges and accepted health insurance plans (including Medicaid and Medicare). Bilingual telephone operators are available 24 hours a day, every day. Information can also be found at www.northshorelij.com. More than 3,600 physicians affiliated with North Shore-LIJ are included in the directory.

MedShare – North Shore-LIJ collaborates with MedShare, an organization dedicated to improving both the environment and healthcare by connecting the surplus of medical supplies in one part of the world to a great need in another. This partnership provides critical resources to the medically underserved, both domestically and abroad. Physicians, nurses, and volunteers work collaboratively to collect, sort, ship and distribute unused medical supplies to hospitals and patients in both the US and the developing world. In 2011, North Shore-LIJ donated more than 11,400 pounds of unused medical supplies. For more information, please visit www.medshare.org.

B. Health Professions Education

Graduate Medical Education – As a major academic health system in the New York metropolitan area, North Shore-LIJ is dedicated to excellence in patient care, teaching, and research. More than 1,400 residents and fellows are trained in graduate education programs at 15 member hospitals with access to state-of-the-art simulation and a BioSkills Education Center. Clinical affiliations include Albert Einstein College of Medicine, NYU School of Medicine, SUNY Downstate Medical Center, SUNY Stony Brook University Hospital and New York College of Osteopathic Medicine. The Feinstein Institute for Medical Research is among the top six percent of research institutions that receive funding from the National Institutes of Health. The programs listed below will be found in ERAS as the Hofstra North Shore-LIJ School of Medicine. For more information about the individual training programs of the North Shore-LIJ Health System, please visit <http://www.northshorelij.com/GME>.

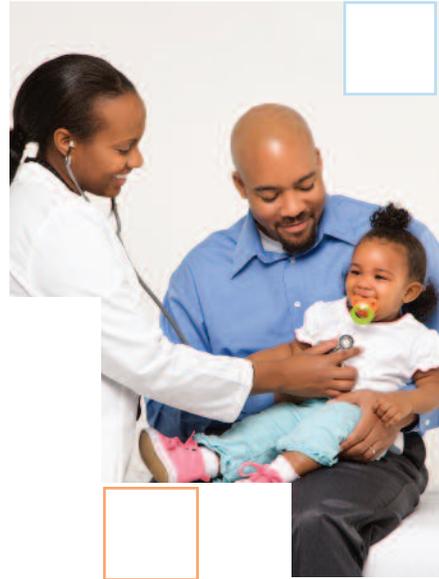
Hofstra North Shore-LIJ School of Medicine – Hofstra North Shore-LIJ School of Medicine is the first new allopathic medical school to open in the New York metropolitan area in more than 35 years. The academic partnership enhanced recruitment of faculty, leadership, and researchers; furthered the expansions of residencies and fellowships; increased North Shore-LIJ's competitiveness for grants and referrals for patient care; and enhanced integration of clinical and translational science. Hofstra North Shore-LIJ School of Medicine welcomed its inaugural class of 40 students in the summer of 2011. For more information, please visit <http://medicine.hofstra.edu> or call (516) 463-7516.

Medical Scholars Pipeline Program – To increase the diversity of healthcare workforce, and provide career opportunities for students from surrounding communities, Hofstra North Shore-LIJ School of Medicine conducts a five year intensive program for high school students from underprivileged backgrounds who are interested in pursuing health-related careers. Students engage in numerous academic and social exercises such as: SAT preparation, CPR training, and team-building. Each year, a new class of 22 students gains exposure through clinical and research activities and mentoring from physicians and health system administrators. For more information about the program please call (516) 463-7515.

C. Screenings and Health Fairs

North Shore-LIJ provides community residents with free health screenings through programs organized by each member hospital. Screenings are held in conjunction with national campaigns (Heart Health, Blood Pressure, Prostate Cancer and Skin Cancer) and throughout the year at educational events, all of which are open to the public. Individuals can be referred for follow-up care at our North Shore-LIJ facilities. Uninsured individuals who require follow up care can utilize the services of the hospital's sliding fee scale program, with services starting at \$0.

In 2011, North Shore-LIJ hosted more than 150 health fairs in collaboration with community partners, providing more than 32,800 health screenings and distributing valuable health and wellness information.



D. Community Education and Outreach

Plainview Hospital offers free and low cost health education programs throughout the year on a variety of topics, and members of the PL staff are actively involved in providing health education programs within community settings such as senior centers, faith-based organizations, and schools.

Wellness

Farmer's Market – In order to promote wellness and encourage people to eat more fruits and vegetables, Plainview Hospital runs a weekly farmer's market where community members can purchase healthy, locally grown produce. Please visit vivohealth.com/community/events for dates.

Island Harvest Campaign – The Food and Nutrition Department at Plainview Hospital takes an active role in addressing hunger in the community. Each year, there is an ongoing campaign in the hospital to collect and donate canned goods to Island Harvest, Long Island's largest hunger relief organization. In 2011, more than 1,000 cans of food were donated through this campaign.

Meals on Wheels – The Food & Nutrition Department at Plainview Hospital and the Visiting Nurses Association partner with the National Meals on Wheels Association of America Senior Nutrition Program to address the increasing problem of older adult hunger, offering regular and specialized nutrition to a vulnerable population. Each day, both hot and cold meals are provided to at-risk elderly persons in the Plainview community who may not have the resources to access or prepare food due to lack of transportation, functional limitations, or health problems. In 2011, more than 41,760 meals were provided to homebound older adults in the local community. For more information about Plainview's Meals on Wheels Program, please call (516) 739-1292.

North Shore-LIJ Health TV – In October 2011, North Shore-LIJ Health System and Cablevision introduced “North Shore-LIJ Health TV,” a new Video-on-Demand service available on Cablevision’s Channel 616. This channel offers relevant, informative wellness and medical videos, free of charge, to the 3.1 million homes in Cablevision’s tri-state footprint. It also includes information about health system news, facilities, and services. Since the channel’s inception, there have been 362,199 visits from 193,222 households. On 20,458 occasions, users navigated into the channel’s video library and played one of its medical videos. New videos are introduced on the channel regularly and video topics include heart health, nutrition, neuroscience, medical research, cancer treatment and prevention, and more. For more information, please call (516) 719-5801.

Health Information Team Center At Citi Field (H.I.T.) – In partnership with the New York Mets organization, North Shore-LIJ and the Katz Institute for Women’s Health opened the Health Information Team Center at Citi Field. H.I.T. provides various health-related multi-media presentations and activities for visitors, including the interactive wheel of health and the heart healthy station. Fans of all ages are welcome to play and learn, discovering tips on health topics such as: nutrition, child safety, sun safety, and general wellness. H.I.T. also provides information about North Shore-LIJ and the variety of services, physicians, and locations throughout New York City and Long Island. For more information about the HIT Center at Citi Field, please call (516) 465-2500.

Obesity Prevention – To address the problem of childhood obesity, North Shore-LIJ has focused on school-based wellness programs, partnering with community organizations to improve physical activity and nutrition for children and their families. The North Shore-LIJ Activity Works program increases children’s daily activity levels through 10-minute learning modules, which combine physical activity with cognitive learning in the classroom. Delivered in elementary school classrooms, it currently reaches more than 12,000 students on Long Island, NYC and New Jersey. The Teens as Wellness Trainers high school student and faculty workshops bring together students and faculty from diverse school districts to educate and empower the teens to become wellness educators and advocates within their own school communities. Working closely with the NYSDOH Healthy Schools Program, North Shore-LIJ assists schools in strengthening their school wellness policies. The health system is also an active member in local, regional and national school wellness coalitions.



City Parks Foundation – The North Shore-LIJ Health System is proud to be the first ever City Parks Foundation Sports & Fitness Programs Signature sponsor. This program provides free, park-based programs to all New Yorkers, focusing on those neighborhoods that are underserved. Combining sports, art and education with community involvement, the partnership benefits thousands of young people and seniors citywide by keeping them active, fit

and engaged in fun, rewarding activities that enrich their bodies and minds. In 2011, more than 2,000 New York City kids, ages 5 to 16, gathered at the Icahn Stadium on Randall's Island for a day filled with fun, excitement and healthy competition at the annual City Parks Track & Field Citywide Championships. North Shore-LIJ provided health information and giveaways to encourage all participants to stay active. For more information or to register for a program, please call (718) 760-6999 or visit www.CityParksFoundation.org.

Safe Kids – In 2011, more than 6,000 children participated in more than 60 injury prevention/safety education workshops sponsored by the Safe Kids Coalition, led by North Shore-LIJ, in partnership with Queens, Nassau and Suffolk County area schools, the PBA, government, and local businesses. These activities encourage kids to be active, have fun and be safe. Educational workshops cover topics such as water safety, pedestrian/motor vehicle safety, burn injury prevention, bicycle and sports injury prevention, enhanced “911,” pets and pals, and summer safety. In addition, child car seat check-up stations are located on the campuses of Plainview Hospital and Long Island Jewish Medical Center. Please call (516) 465-2500 for more information about the New York State Safe Kids Program.

Passport to Health – In order to help patients navigate the often confusing world of healthcare, North Shore-LIJ has created a “Passport to Health” which is free and available to all community members. This pocket-sized, portable booklet helps patients organize important health information, from emergency contact numbers to their healthcare proxy cards. A key benefit of the book is that it enables patients to keep a current list of their medications, dietary supplements, immunizations and screening tests and have it available for physician visits and emergencies. To obtain a Passport, please call (516) 823-8871.

Community Medical Support Services and Programs

Blood Donor Services – Each year, employees of Plainview Hospital help to ensure an adequate blood supply for New Yorkers in need by donating blood. There were more than 7,065 pints of whole blood donated in 2011 by employees of the hospital and health system.

Emergency Services Education – Clinical leaders from Plainview Hospital provide education to community ambulance crews and offer a community lecture series. In addition, hospital staff members serve as the Medical Directors for area volunteer fire departments, provide quarterly didactic training sessions to EMS workers, and actively participate on regional emergency management advisory committees. For more information on emergency services educational programs, please call (516) 496-6482.

Naturally Occurring Retirement Community (NORC) – North Shore-LIJ serves as the medical partner for six Naturally Occurring Retirement Communities across the region, including Plainview Old-Bethpage Cares and Plainview-Old Bethpage PACE within Plainview Hospital's service area. North Shore-LIJ nurses provide a wide range of services that include health assessments, care management, blood pressure monitoring, flu immunizations, nutrition counseling and educational

programs to help seniors stay healthy and safe within their homes. More than 3,800 seniors are actively receiving care from North Shore-LIJ community nurses. For more information, please call 1(888) AGEMAP2 or 1(888) 243-6272.

Drug Take Back – North Shore-LIJ participates in a nationwide prescription drug take-back initiative to prevent pill abuse and theft and reduce the amount of unused medications that currently enter landfills and drinking water systems. In conjunction with the Drug Enforcement Administration, North Shore-LIJ hospital facilities collected 624 pounds of potentially dangerous, expired, unused and unwanted medication in 2011, and more than 1,300 pounds since 2010. For information on additional Drug Take Back Days and locations call (516) 465-2535.

Center for Tobacco Control (CTC) – The Center for Tobacco Control (CTC) is an innovator in the development of smoking cessation classes achieving a quit rate that far exceeds the national average. The Center provides free smoking cessation classes, as well as individualized quit programs and school-based tobacco prevention initiatives. The Center's Adolescent Cessation Program targets teens and young adults to help them live smoke-free lives. The CTC also collaborates with local colleges and student health services to educate young adults about the hazards of tobacco use and the benefits of quitting. Please visit www.northshorelij.com/stopsmoking, call 1(866) 864-7658 / (516) 466-1980, or e-mail TobaccoCenter@nshs.edu for more information about services and resources available at the CTC.

American Heart Association (AHA) Training Center – Plainview Hospital is a member of the North Shore-LIJ AHA Training Center, and provides trainings in Basic Life Support (BLS), Pediatric Advanced Life Support (PALS), and Advanced Cardiac Life Support (ACLS) to members of the public and to healthcare professionals who require certification in their respective professions. In 2011, more than 7,900 individuals received approximately 4,800 hours of training and participated in more than 1,270 programs. Please call (516) 465-2500 for more information about the North Shore-LIJ American Heart Association Training Center.

Queens World Trade Center Health Program – The Long Island Jewish Medical Center is home to one of seven Clinical Centers of Excellence funded through the James Zadroga 9/11 Health and Compensation Act to provide annual monitoring examinations and treatment for WTC health effects to World Trade Center responders. The WTC Health Program is administered by the National Institute for Occupational Safety and Health (NIOSH) of the Centers for Disease Control and Prevention (CDC). Eligible members receive confidential physical and mental health screening and treatment within the Queens Clinical Center and through the North Shore-LIJ Health System network of providers. In addition to monitoring and treatment examinations, the Queens Clinical Center is federally funded to provide outreach and education; social services; benefits counseling; work related benefits counseling; and case management. All WTC Health Program services are federally funded and provided at no cost to responders. For more information, contact QCCE at (718) 670-4174; WTC Health Program at 1(888) WTC-HP4U 1(888) 982-4748; or <http://www.cdc.gov/niosh/topics/wtc/>.

Rosen Family Wellness Center – The health system’s Rosen Family Wellness Center counsels Iraq and Afghanistan veterans impacted by post-traumatic stress disorder, traumatic brain injury and associated behavioral health issues. The center also specializes in providing individual and family counseling, stress management and medication management to law enforcement, 9/11 first responders and families of those who have lost a loved one during 9/11, all at no cost to those in need. The Rosen Center also partners with Give An Hour, a national organization dedicated to developing national networks of professional volunteers capable of responding to both acute and chronic conditions that arise within our society. To receive a free confidential phone consultation, or to set up an appointment, call (516) 562-3260.



Hagedorn Cleft Palate Center – The Hagedorn Cleft Palate and Craniofacial Center provides diagnostic, medical and surgical care to infants and children who are born with facial differences. All cleft palate services are available free of charge to all community members and include cleft clinics, a parent program support group, Teen Talk/Kidz Talk support group, lectures, and conferences. For more information, please visit www.northshorelij.com/NSLIJ (under “Centers of Innovation” / “Hagedorn Cleft Palate and Craniofacial Center”) or call (516) 466-2990.

Positive Outreach With Integrated Resources (P.O.W.I.R.) – North Shore-LIJ's Positive Outreach With Integrated Resources is a program designed specifically for women, youth and men under 24 years of age who are infected with, affected by, or at risk for HIV. The program links individuals to resources within the health system and the community. In 2011 more than 225 women and youth attended programs for World AIDS Day. For more information on the P.O.W.I.R. program, please call (516) 622-5189.

Stroke Task Force – North Shore-LIJ provides a comprehensive approach to the treatment of stroke. The task force is an interdisciplinary group of health care professionals including: neurologists, interventionists and nurses, each representing the health system’s individual hospitals, along with rehabilitation, emergency and home care service units. This community and patient-based initiative includes ongoing educational seminars in order that healthcare providers deliver state-of-the-art care, as well as support groups, rehabilitation, medical therapy and surgical care for patients who have experienced a stroke. For more information, please call the Cushing Neuroscience Institutes Stroke Center at (516) 562-3064 or email neuro@nshs.edu.

Gift of Life – Currently, more than 98,000 men, women and children nationally are awaiting life saving organs for transplantation. Every 13 minutes, a new name is added to the national organ transplant waiting list. In an effort to increase organ and tissue donor awareness, North Shore-LIJ hospitals host annual Gift of Life Programs for employees and visitors. Donor families and recipients participate in these annual events to acknowledge the importance of this need. In addition, system hospitals, in collaboration with the New York Donor Network, provide educational tables throughout the year to educate the public of the importance of organ and tissue donation. For more information, please contact the North Shore-LIJ Transplant Center at (516) 472-5829.

E. Support Groups

Support groups offer people with similar medical conditions and life challenges an opportunity for discussion, a sharing of experience and knowledge and a place to ask questions. Plainview Hospital provides free, ongoing support groups for the community in the following areas: ALS (amyotrophic lateral sclerosis), speech, breastfeeding, cancer, bereavement, hepatitis C, liver, mood disorders, weight management, and stroke. To learn more about our support groups at Plainview Hospital, please call (516) 719-2570 or visit our website at www.northsjorelij.com/community.

AWARDS AND ACCOMPLISHMENTS

- In 2011, Michael Dowling received the Gail L. Warden Leadership Excellence Award from the National Center for Healthcare Leadership for bringing innovation and accountability to healthcare and contributing significant, lasting improvements to the field.
- In 2011, North Shore-LIJ received the US Department of Health and Human Services' Outstanding Leadership Award for its achievement in reducing and eliminating ventilator-associated pneumonias and central line associated bloodstream infections.
- Modern Healthcare ranked North Shore-LIJ 31st among the nation's Top 100 Integrated Healthcare Networks in the US, the highest of any healthcare provider in the New York State metropolitan area in 2012.
- During the sixth and final year of the US Centers for Medicare & Medicaid Services Hospital Quality Incentive Demonstration™, North Shore-LIJ surpassed all other health systems in terms of quality awards and financial incentives earned.
- Ninety-nine North Shore-LIJ physicians were listed in New York Magazine's Best Doctors of New York in 2011.
- Plainview Hospital received a Stroke Gold Award in 2011 in "Get with the Guidelines," a national hospital-based quality improvement initiative spearheaded by the American Heart Association.
- Plainview Hospital was recognized as an Exemplar Site as part of Project JOINTS (Joining Organizations in Tackling Surgical Site Infections) by the Institute for Healthcare Improvement in 2011.

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