

Community Service Plan

Staten Island University Hospital 2011-2012



Mission Statement for Staten Island University Hospital (SIUH)

As a member of the North Shore-LIJ Health System (referred to as North Shore-LIJ), Staten Island University Hospital (SIUH) 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

Founded in 1861 as the Smith Infirmary, **Staten Island University Hospital (SIUH)** is one of the nation's oldest healthcare institutions. SIUH has since evolved into a major teaching hospital and tertiary care center with 714 beds at two acute care facilities in Richmond County, New York. SIUH is comprised of two campuses: the 508-bed North Campus located at 475 Seaview Avenue and the 206-bed South Campus located at 375 Seguine Avenue. SIUH is a major affiliate of the State University of New York Health Sciences Center at Brooklyn. In 2011, the combined North and South site campuses of the hospital had 42,054 discharges (excluding normal newborn discharges), 3,069 deliveries, 117,838 Emergency Department visits (including Emergency Department admissions), and 17,409 ambulatory surgery cases.

Among the Centers of Excellence designated services provided at SIUH are: the Center for Bariatric Surgery; the Regional Burn Center with its deserved national reputation for pediatric burn care, plus a Trauma Center; the Center for Women's Health; The Sanford R. Nalitt Institute for Cancer and Blood Related Diseases; Institute of Sleep Medicine; and the Heart Institute, providing a full range of cardiovascular services. Other vital sites include the multi-specialty Irving R. Boody, Jr. Medical Arts Pavilion and the Comprehensive Breast Center. Specialty services also include programs for high-risk pregnancies and maternal care, geriatric psychiatry, and comprehensive psychiatric and substance abuse treatment services. In 2011, various programs and events were hosted at SIUH's new \$22 million Regina McGinn, M.D. Education Center. The Center, one of the region's largest educational facilities at a teaching hospital, is a prominent and accessible facility for both clinical and community education programs.



SIUH is a NYS Department of Health Designated Stroke Center, an American Society of Metabolic and Bariatric Surgery Bariatric Surgery Center of Excellence, an American Academy of Sleep Medicine fully accredited hospital-based Sleep Center, and a NYS DOH-Designated Regional Burn Center. SIUH 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.

Prevention Agenda for the Healthiest State

In April of 2008, the NYS Department of Health 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 healthcare providers, community organizations, and their respective counties, and select two of the 10 public health priorities for collaborative programming. SIUH selected tobacco use and physical activity and nutrition. As an island borough, SIUH has also selected community preparedness as a Prevention Agenda Priority. As part of the three-year Prevention Agenda Program, SIUH continues to address these priorities by: a) raising public awareness of these issues; b) developing and expanding provider training and community education programs; and c) impacting public policy through community collaborations, research, and grant opportunities.



During the past year, the forums to address the State's Prevention Agenda with community partners have been health fairs, event collaborations, Staten Island-wide committee service and education, and the Community Advisory Board (CAB). SIUH's CAB consists of partners that include community based organizations (CBO), faith-based organizations, patient advocacy groups, governmental agencies, and community members. The topics addressed during these events included "Changing The Health of Our Community," "Tobacco and Our Youth," "Nutrition and Our Health," "Diabetes Prevention," "Are You Pouring on the Pounds," "Project Hospitality," and "Stress, Behavioral Health, and the Holidays." In addition, SIUH's community events provide disease screening and prevention programs, information to improve access, and/or address the identified Prevention Agenda Priorities. Highlights of our activities in each of the Priority areas are presented below:

Tobacco Use:

According to the New York City Department of Health and Mental Hygiene (NYC DOHMH), SIUH and other Staten Island community organizations' efforts have resulted in a decrease in the adult smoking rate of 27.2 percent in 2002 to 13.5 percent in 2010. In 2011, SIUH continued to reinforce the Smoke Free Campus Program by assisting inpatients, outpatients, employees, and community members to stop smoking using counseling and nicotine replacement. In 2011, there were six major outreach programs for smoking cessation: the New Year's Resolution Program; Go Red; the Women's Cardiac Lecture; World No Tobacco Day; Nicotine Patch Giveaway; and the Great American Smoke Out. Education was provided to 96 of the medical residents in 13 separate lectures regarding the implementation of the Joint Commission standards for Smoking Cessation Policy. In 2011, 1,184 people received smoking cessation services, including follow-up sessions and community outreach presentations. Individual smoking cessation counseling and nicotine replacement therapy were provided to 358 people, 178 of whom were employees. During 2011, 283 people attended the ongoing weekly smoking cessation support group. SIUH has joined

the NYC DOHMH Tobacco-Free Hospitals Campaign in an effort to provide a smoke free environment for all patients and visitors by creating tobacco-free campuses and comprehensive tobacco cessation programs.

Physical Activity and Nutrition:

SIUH continued established initiatives to promote healthy eating and lifestyle choices in 2011 through health events and education programs for the community. All SIUH health events and co-sponsored health fairs include a variety of educational materials on nutrition and exercise. These events routinely have clinical staff available to discuss nutrition, exercise, and healthy life styles. The giveaways for the events are age appropriate and tailored to reinforce the important message of healthy eating and lifestyle choices. Annual community events held in 2011 included participation in the New York City Housing Authority’s (NYCHA) Kids Walk with an attendance of more than 1,500 children, the Boardwalk Bash (a senior fair and screening event with an attendance of 2,000 people), and monthly collaborations with City Harvest, during which healthy produce is distributed. Additionally, in two Staten Island Shop Rite grocery stores, SIUH hosted a monthly table with a Nutritionist promoting healthy lifestyles.

Community Preparedness:

SIUH’s community preparedness activities included FEMA (Federal Emergency Management Agency) training related to hospital emergency response at the FEMA Training Center in Anniston, Alabama, in February 2011 and incorporated the CERT (Community Emergency Response Team) in SIUH’s decontamination exercises on Staten Island in June 2011. Ongoing community preparedness efforts included participating in the Richmond County Emergency Preparedness Healthcare Coalition through collaboration with with Richmond University Medical Center and other healthcare organizations in Staten Island, such as primary care clinics, in order to establish an island-wide emergency preparedness plan. In addition to these efforts, SIUH played a critical role in response to Hurricane Irene in 2011. The Hospital established shelters for the residents of Staten Island and used hospital rooms at both the North and South Campuses for those residents who did not evacuate the Island. SIUH and North Shore-LIJ leadership also coordinated the safe transfer of approximately 570 patients to other area hospitals in anticipation of the severe weather event.



Other Community Benefit Programs

Additional community-based programs in place at SIUH complement and enhance the priorities of the Prevention Agenda. SIUH 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.

SIUH provides a broad array of community benefit programs, including:

- 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 below.

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

Financial Assistance Program – SIUH has a financial assistance policy that provides a uniformly administered system of reduced fees for uninsured residents of its service area with family income up to 500% of the federal poverty level. While the fee schedule serves as a guide, all hardship cases are evaluated according to the individual's financial and personal circumstances. In 2011, Staten Island University Hospital successfully enrolled 5,533 patients into the financial assistance program. For more information, please call the Financial Screening Center at (718) 226- 6093.

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 Care service for assistance with Medicaid for pregnant women and the Senior Navigation 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, please visit www.northshorelij.com/NSLIJ/assistance or call 1(866) 381-1931.

Prenatal Care Services – The SIUH Medicaid Prenatal Care Services offer access to comprehensive, high quality prenatal and postnatal care to all women in the Staten Island community regardless of ability to pay, insurance, or immigration status. The services provided include medical, nutrition, social work services, counseling, and special tests throughout the entire pregnancy, delivery, and postpartum period. SIUH provides Prenatal Education Classes for patients and families, and newborns receive continued medical coverage for a full year following birth. For more information and assistance with financial screening, please call the Center for Women's Health at (718) 226-6550.

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. 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 deaf and hearing impaired patients and specific communication tools for the speech-impaired patients are also available. For more information, please contact language coordinator at (718) 226-8435.

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. SIUH operates the Health Literacy Collaborative of Staten Island, which is represented by more than 25 community partners. In 2011, SIUH hosted more than 30 health literacy events for approximately 1,000 adult learners and hosted the first NYC Health Literacy Conference attended by 250 participants. The conference was a collaborative project organized by the NYC Health Literacy Consortium. Additionally, the Health Literacy program created by SIUH was chosen for presentation at the 3rd annual Health Literacy Research Conference at the Boston University Medical Center. With the expansion of the Health Literacy Task Force, the Diversity Program hosted several cultural awareness initiatives. A health program to serve the Lesbian, Gay, Bisexual and Transgender community will create a safe and friendly environment for patients, visitors and employees. For information on Health Literacy and Diversity programs call SIUH at (718) 226-8435 or the Office of Diversity, Inclusion and Health Literacy at (516) 396-6370.

Special Supplemental Nutrition Program for Women, Infants and Children (WIC) – A federally funded and state supported program, WIC provides nutrition education, nutrition counseling, and guidance for pregnant women and new mothers, as well as nutrition and health services for children from birth to five years of age. For infants, WIC provides formula, baby food, and vouchers for healthy foods. The WIC program also provides referrals for Food Stamps, Medicaid, and other needed social services including dental services. In 2011, the SIUH WIC Program served an average of 4,400 clients monthly. Services are provided full-time at the main site on the North Campus and part-time at the South Campus and the Bay Street Health Center. For more information, please call (718) 226-6268.

Cancer Services Program (CSP) – The Cancer Services Program of Staten Island is a joint effort between the community of Staten Island, the New York State Department of Health, and the CDC to promote comprehensive screenings for breast, cervical and colorectal cancers and prostate cancer education to underserved populations in Staten Island. The program provides public and health care provider education regarding cancer prevention and early detection, and maintains a quality improvement program to ensure the quality of clinical services provided through the program. Additionally, the CSP provides diagnostic services for abnormal findings and case management for clients with barriers that may prevent them from seeking care. Treatment is available

through the Medicaid Cancer Treatment Program, a Medicaid program for eligible clients who are found to be in need of treatment for breast, cervical, colorectal or prostate cancer and pre-cancerous conditions, and may not qualify for traditional Medicaid. For more information, please call (718) 226-6447.

Breast Cancer Patient Navigator – As part of a commitment to provide the highest quality oncology care, the SIUH Breast Center offers a “patient navigator” service for breast cancer patients. The patient navigator program provides dedicated staff to guide breast cancer patients through the barriers of complex cancer care. For more information, please call (718) 226-6805 or (718) 226-7859.

SIUH Physician Locator Service – SIUH operates a referral service for community residents who are seeking a local physician. This information is available 24/7 by calling 1(877) SIUH-DRS 1(877) 748-4377.

B. Health Professions Education

Graduate Medical Education – As **part of** a major academic health system in the New York metropolitan area, SIUH is dedicated to excellence in patient care, teaching, and research. At North Shore-LIJ, more than 1,400 residents and fellows are trained in graduate education programs at its 15 member hospitals. SIUH’s teaching program utilizes the new Regina M. McGinn M.D. Education Center. As one of the region’s largest educational facilities at a teaching hospital, the Center is a prominent and accessible facility for both clinical and community education programs. The Center has a 250-seat auditorium, meeting rooms, a state-of-the-art simulation BioSkills education laboratory, and a Diabetes Education Center. SIUH has a medical school affiliation with SUNY Downstate Medical Center. For more information about medical training programs at SIUH, please visit www.siu.edu and click on “Education.”

Hofstra North Shore-LIJ School of Medicine – Hofstra North Shore-LIJ School of Medicine opened the first new allopathic medical school 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.



C. Screenings and Health Fairs

Each year, thousands of Staten Island residents receive free health screenings and education through programs organized by SIUH. These are held in conjunction with local and national campaigns (Go Red, Healthy Heart, Stroke Awareness, the JDRF Walk, Mother's Day, the marking strides Breast Cancer Walk, Father's Day, National Prostate Awareness Month for PSA Screening, and Oral Cancer and Skin Cancer Screenings during their national recognized months), all of which are open to the public. Throughout the year, SIUH hosts fairs in collaboration with community partners that include free health screenings. In 2011 SIUH was a primary co-sponsor of the Staten Island Economic Development Corporation (SIEDC) Fall Health Expo. Each year the Health Expo provides a full day of free health care screenings and education programs to more than 3,000 Staten Island residents. 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

SIUH offers free and low cost health education and disease screening programs throughout the year. Many of these programs are provided collaboratively with community based organizations, including faith based organizations, health advocacy groups, elected officials, and other health and social service providers. SIUH offers cancer screenings (prostate, breast, oral, and skin), flu vaccine campaigns, blood pressure screenings, and cholesterol screenings at many of these events. For more information, please call the Community Outreach Department at (718) 226-1832.

Wellness

Back to the Beach – Each year, SIUH partners with the Office of the Borough President to kick off the summer with a borough-wide fair at Midland Beach. SIUH provides free healthcare information and screenings for a variety of health issues. For more information, please call the Community Outreach Department at (718) 226-1832.

Blood Donor Services – Each year, employees of SIUH help to ensure an adequate blood supply for New Yorkers in need by conducting blood drives throughout the year. In 2011, more than 4,053 employees and community members participated in the SIUH Blood Donor Program and more than 3,307 pints of blood were donated.

Cancer Survivor's Day – Each year, cancer survivors who are living with and beyond cancer are reunited with the healthcare professionals who helped care for them at the annual National Cancer Survivors Day event at SIUH. Cancer survivors, their friends, families, and healthcare professionals gather to celebrate their health and share their emotions and experiences with other survivors and their families. In 2011, more than 170 people attended this event. For more information about Cancer Survivor's Day, please call (718) 226-8888.



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.

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. 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.

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.

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

Breastfeeding Workshops – SIUH offers breastfeeding workshops in English and Spanish throughout the year, free of charge, to new moms, babies, and their families. Led by Registered Nurse Certified Lactation Counselors, these workshops provide information and support about the breastfeeding process. In 2011, more than 130 women attended 24 English language breastfeeding workshops and 150 women attended 12 Spanish language breastfeeding workshops. For more information, please call (718) 226-8031.

Regina M. McGinn M.D. Education Center – This facility is a state-of-the-art venue for SIUH's public health education programs in addition to those events held in community based locations. It is also home to the Diabetes Education Center which hosts three diabetes support groups and served 350 people in 2011.

Drug Take Back – North Shore-LIJ participates in a nationwide prescription drug take-back initiative to prevent pill abuse, theft and reduce the amount of unused medications that currently enter landfills and drinking water systems. To increase awareness of "Take Back" activities, SIUH provided a community educational event entitled "Protect Your Child's Life, What You Don't Know About Prescription Drug Use." The Drug Enforcement Administration, in conjunction with 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 (718) 226-1911.

Take Care New York – SIUH partners with the New York City Department of Health and Mental Hygiene (DOHMH) in its Take Care New York campaign, a city-wide initiative focusing on 10 core health issues that have the biggest impact on the morbidity and mortality rates of New York City residents. "DOHMH Passports to Health" are distributed at health fairs and public education programs. SIUH also directly participates in the "Take Care Staten Island" program, a special initiative supported by the Staten Island Partnership for Community Wellness in which the DOHMH works with Staten Island health and social service providers to address the special community health needs of Staten Island residents.

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. SIUH provides free, ongoing support groups for the community in the following areas: AARP, alcohol and substance abuse, Alzheimer's disease, Amputee Club, bereavement, brain injury, breast cancer, breastfeeding (spanish and english), general cancer, caregiving, diabetes, family education and expecting, heart disease, insulin pump, mental illness, myasthenia gravis, nutrition and weight management, prostate cancer, scleroderma, smoking cessation, stroke, public speaking. To learn more about support groups at SIUH, please call (718) 226-2500.

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.
- SIUH is the recipient of numerous state and national recognitions and awards for quality care, including receiving an incentive payment award each year in the CMS Hospital Quality Incentive Demonstration (HQID) program since its inception 6 years ago. No other hospital in the United States has a higher number of HQID awards. During the sixth and final year of the US Centers for Medicare & Medicaid Services Hospital Quality Incentive Demonstration™, North Shore-LIJ surpasses all other health systems in terms of quality awards and financial incentives earned.
- Staten Island University Hospital was one of five North Shore-LIJ hospitals to be recognized as Bariatric Surgery Centers of Excellence by the American Society for Metabolic and Bariatric Surgery and the American Society of Bariatric Surgery.
- SIUH has received NCQA Diabetes Recognition of the Medical Faculty Practice at the Medical Arts Pavilion (MAP) and the Internal Medicine Practice at the Bay Street Health Center.
- Fifteen Staten Island University Hospital physicians were listed in New York Magazine's Best Doctors of New York in 2011.
- U.S. News & World Report ranked Staten Island University Hospital #29 in the New York metropolitan area for high performance in diabetes and endocrinology, ear, nose and throat, nephrology, neurology and neurosurgery in 2011-2012.
- Staten Island University Hospital received the Consumer Choice Award by Richmond County's Most Preferred Hospital in 2011.
- Staten Island University Hospital is an accredited Cancer Program with Commendation and received the Outstanding Achievement Award by the American College of Surgeons Commission on Cancer in 2011.

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