

Retreat Enlightens Hospital Trustees

Trustees who sit on the boards of New York's not-for-profit hospitals are increasingly called to ensure transparency of activities and to enhance oversight and fiduciary responsibilities. These volunteers, along with hospital CEOs and CFOs, met at the LaGuardia Marriott on Wednesday, November 14, 2007 to discuss these and other issues related to not-for-profit board management and compliance. The Trustee Retreat was sponsored jointly by the Nassau-Suffolk Hospital Council (NSHC) and the Northern Metropolitan Hospital Association (NorMet).



(Left) Aaron Glatt MD, president and chief medical officer at New Island Hospital (Bethpage, NY) confers with one of his board trustees, Thomas Ryan, at the Trustee/CEO Board Retreat sponsored by the Nassau-Suffolk Hospital Council and the Northern Metropolitan Hospital Association on Wednesday, November 14, 2007.

Board members from the NSHC and NorMet are also members of the Suburban Healthcare Alliance, a grassroots advocacy group that was formed nearly two years ago to bring to light the inequitable market conduct practices employed by commercial health insurers. Other Alliance members include physicians, consumer groups, and business leaders from throughout the state. The legislative progress this group has made was part of the update delivered to hospital trustees and CEOs.



In a spirit of regional collaboration, the chairman of the board at John T. Mather Hospital (Port Jefferson, NY) Kenneth A. Jacoppi (left) reaches out to Brookhaven Memorial Hospital Medical Center's (Patchogue, NY) CEO, Thomas Ockers to discuss board compliance, management, and oversight issues. Both attended the Trustee Retreat.

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The Alliance has succeeded in enacting several reforms into law, including unified CPT coding, timely physician credentialing, reasonable look back period for refunds, and most recently, guarantee of payment for pre-authorized services. The establishment of a Healthcare Re-Investment Fund remains the group's ultimate goal. This fund would require insurers to con-

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A Message from the CEO

The 2008 – 2009 budget process has gotten off to an unusual start in that several state agencies have already discussed their spending plans in public, well before the submission of the executive branch's proposed budget. The hope is that an earlier start and more open process will facilitate greater input and discussion, leading to consensus and an on-time budget.



The state budget office is projecting a budget gap of \$4.3 billion for the upcoming fiscal year, according to their most recent calculations. The worsening situation in the mortgage lending industry and resulting volatility in the financial markets has caused a weakening of the economy and is contributing to New York State's deficit.

As the Hospital Council prepares for the upcoming budget season and our strategy to work with the Governor and legislature, here are some of the facts we face:

- Medicaid costs the state \$47 billion a year – 50% more than it did in 2000. It constitutes nearly 35% of the state budget.
- Legislation enacted by the state legislature and placed in effect last year caps the counties' share of Medicaid costs at 2005 levels, leaving the state to take on more of the Medicaid burden.
- Graduate Medical Education amounts

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Advocacy Briefing

Wed. Dec. 12, 2007 at 2 PM

Strategies for upcoming state budget debate

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LI Hospital Demonstrates Communications Excellence

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ed for its stellar public relations efforts in responding to the community, while the hospital underwent Berger Commission scrutiny and the commission's subsequent recommendations to close some services – mainly the hospital's emergency department.

"HANYs' Public Relations Excellence Award is especially meaningful for St. Charles Hospital since it recognizes the hard work of so many people," said Marilyn Fabbriante, director, external and public affairs at St. Charles. "The outpouring of support from our legislators, employees, the medical

staff, and the community was hugely instrumental in the success of our grassroots campaign."

Immediately following the release of the Berger Commission's recommendations in December 2006, St. Charles' staff launched a comprehensive, integrate campaign to provide accurate information to the public and to hospital employees, address questions, and reach every part of the community. The campaign included grassroots advocacy, community outreach, meetings with legislative and community leaders, and accommodating all media requests, all of which resulted in an outpouring of community support.

HANYs' inaugural Public Relations Excellence Award honors communications professionals who successfully delivered their message when their facility was presented with an overwhelming crisis situation.

"The tireless efforts and valuable contributions made by the staff at St. Charles Hospital were a model of how an organization can effectively respond to a crisis," said William Van Slyke, HANYs' vice president for communications and public relations. "Their dedication was apparent in the open, honest way they communicated with every sector of the community."

service as well as research and analysis of complicated issues will serve our members well."

Darwell holds a Bachelor of Arts degree in Political Science from American University in Washington, DC.

the Council offices in Hauppauge.

"I am delighted that Wendy Darwell will be joining us at the Nassau-Suffolk Hospital Council," said Kevin Dahill, president/CEO of NSHC. "I am confident that her experience with constituent

News Briefs

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her executive management experience will enhance the operations efficiency at

The Nassau-Suffolk Hospital Council helps enhance health care for all Long Islanders by representing the interests of its 24 member hospitals before lawmakers, regulatory agencies, the media, and the public.



Members from the auxiliary at St. Catherine of Siena Hospital in Smithtown were among the 230 auxilian guests who attended the 2007 Convention at the Crest Hollow.

Auxilians Have Their Day

Auxilians from the 24 not-for-profit and public hospitals on Long Island gathered at the Crest Hollow Country Club on Thursday, November 1, 2007 for their annual convention.

The Nassau-Suffolk Council of Hospital Auxilians is comprised of the hundreds of hospital volunteers who donate their time and talent to Long Island's hospitals. Collectively, their efforts raise millions for their institutions. Additionally, auxilian volunteers can be found staffing the gift shop, thrift stores, and assisting in a variety of other departments throughout the hospital.

"This was our 50th convention and perhaps one of the best yet. We had 230 in attendance," said Carol Seery, convention chairperson. Seery is also the group's first vice president and an auxilian from Huntington Hospital. "All evaluations were extremely positive regarding the speakers," she added.

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tribute a portion of their profits to a fund from which hospitals throughout the state could draw upon to help with such needs as information technology and physician recruitment.

The half-day retreat featured experts who offered guidance in the areas of hospital/physician relations, board oversight and governance, EPA audits and environmental management systems, and IRS focused tax-exempt issues.

Headline News ...



HANYS Public Relations Excellence Award recipients from St. Charles Hospital (from left): James O'Connor, president/CEO; Marilyn Fabbicante, director, external and public affairs; Christine Hendriks, VP, public relations and external affairs, Good Samaritan Hospital Medical Center; Tina Murano, executive secretary; and Richard Schmidt, trustee.

LI Hospital Demonstrates Communications Excellence

The Healthcare Association of New York State's (HANYS) first Public Relations Excellence Award was won by St. Charles Hospital (Port Jefferson, NY), one of the five hospitals in Long Island's Catholic Health Services Network. The award was presented on Thursday, October 25, 2007, during HANYS 10th Annual Communications Conference held at the Thayer Hotel in West Point, NY. St. Charles was cit-

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Of Critical Interest ...

Real Time Advocacy Yields Real Results



Nassau University Medical Center CEO Arthur Gianelli (at podium) used a press conference called by Senator Charles Schumer (to the left of Gianelli) this past September to bring attention to a Centers for Medicare and Medicaid Services ruling that will restrict and limit rehabilitation services for some inpatients. He is joined by NUMC rehab patient Joseph Mayo and his daughter, Gail.

Real Time Advocacy Services offered by the NSHC include:

- Issues Roundtables with State and Federal Elected Officials
- Legislative Briefings (District and Regional)
- Albany and Washington Legislative Junkets
- Press Conferences
- Local Office One-on-One Meetings

For more information about these advocacy services, which can be customized to meet your hospital's needs, please contact Janine Logan, director of communication at jlogan@nshc.org 631-963-4156.

News Briefs ...

Progress Notes newsletter . . . takes Gold Award in the MarCom 2007 Awards Competition, administered and judged by the Association of Marketing and Communications Professionals. The newsletter was recognized in the external newsletter/association category for "excellence exceeding industry standards."

My Care Counts . . . is an online petition campaign spearheaded by the American Hospital Association. It allows employees, volunteers, trustees, patients, family, and community members to make their voices heard in support of their hospitals. The process takes less than a minute to log on and sign the petition. The petitions will be collected and shared with policymakers in Washington, DC. Go to www.MyCareCounts.org.

Wendy Darwell . . . joins the Nassau-Suffolk Hospital Council as its new VP/Chief Operating Officer. Darwell comes to the Hospital Council from her role as chief of staff for U.S. Representative Maurice Hinchey, where she managed all Washington and New York operations for the Congressman.

Darwell has an extensive background in federal health care legislation and regulations, as well as a working knowledge of New York state policy issues. With an in-depth knowledge of Medicare reimbursement issues, Darwell's legislative experience will be invaluable in forwarding the Hospital Council's advocacy agenda on behalf of its member hospitals. Additionally,



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A Message from the CEO

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to an expenditure of \$1.7 million for the state – about \$100,000 per resident. The state wants to know exactly what it is paying for.

- Hospital indigent care costs the state another \$847 million annually. The state says, "the current allocation formula and the data on which it is based is overly complicated and ambiguous at best."
- Primary and preventive care initiatives are seen as a way to save money, improve efficiencies, and streamline and improve care. Ambulatory reimbursement methodology needs reform to achieve this goal.
- Quality and patient safety are top priorities. Surveillance of providers' compliance with quality measures and outcomes will intensify.
- Health information technology efforts – with a goal toward interoperability across health care settings – will support quality, efficiency, and preventive health measures.
- Access to affordable health insurance coverage for all New Yorkers must be achieved.

During the coming weeks, the state budget office, the comptroller, and legislative leaders will offer their input to the budget process. In mid-November, the Division of the Budget, New York State, the Senate Finance Committee, and the Assembly Ways and Means Committee issued a Joint Report of Receipts and Disbursements. All parties agreed in the report that New York is facing a period of economic uncertainty, which will challenge state finances in 2008 – 2009 and beyond.

At the Hospital Council, we are already compiling region-specific statistics on Medicaid costs, GME trends and costs in our region, indigent care costs and trends, as well as chronicling best practices from among our hospitals. This real time information is the best way for us to educate our elected leaders, the media, and the public about the specific issues Long Island's hospitals face.

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