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***NEWYORK-PRESBYTERIAN HOSPITAL  
2010 COMMUNITY SERVICE PLAN***

***COMPREHENSIVE REPORT  
YEAR 2 UPDATE***

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***September 2011***

**NEWYORK-PRESBYTERIAN HOSPITAL**

**2010 COMMUNITY SERVICE PLAN  
COMPREHENSIVE REPORT – Year 2 Update**

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## **EXECUTIVE SUMMARY**

NewYork-Presbyterian Hospital (NewYork-Presbyterian or Hospital) plays a dual role in healthcare, as both a world class academic medical center and as a leading community and safety-net hospital in its service area. NewYork-Presbyterian is committed to providing one standard of care to all patients through a range of programs and services to local, regional, national and international communities. NewYork-Presbyterian is achieving this by enhancing access to its Emergency Departments and Ambulatory Care Network, by promoting health education and prevention, offering culturally-competent language access services, and providing charity care to qualified individuals among the uninsured and underinsured.

NewYork-Presbyterian's Vision is to maintain its position among the top academic medical centers in the nation in clinical and service excellence, patient safety, research and education. Strategic Initiatives provide the roadmap to achieving this vision. NewYork-Presbyterian's six Strategic Initiatives are: Quality and Safety, People Development, Advancing Care, Financial and Operational Strength, Partnerships, and Serving the Community.

### **I. HOSPITAL'S MISSION STATEMENT & STRATEGIC INITIATIVES**

NYP Hospital's Mission Statement and Strategic Initiatives have not changed since the 2009 Community Service Plan Update.

### **II. SERVICE AREA**

NYP Hospital's service area has not changed since the 2009 Community Service Plan Update, and is defined as the counties of New York, Queens, Kings, Bronx and Westchester.

### **III. PUBLIC PARTICIPATION**

NewYork-Presbyterian is committed to serving the vast array of neighborhoods comprising its service area and recognizes the importance of preserving a local community focus to effectively meet community need. The Hospital adheres to a single standard for assessing and meeting community need, while retaining a geographically-focused approach for soliciting community participation and involvement and providing community outreach. The Hospital has fostered continued community participation and outreach activities through linkages with the NewYork-Presbyterian Community Health Advisory Council, the NewYork-Presbyterian/Weill Cornell Community Advisory Board, the Westchester Division Consumer Advocacy Committee, the NewYork-Presbyterian/Allen Hospital Community Task Force and the Building Bridges-Building Knowledge-Building Health Coalition of Northern Manhattan, East Harlem and the South Bronx.

NewYork-Presbyterian has worked closely with Community Districts 8 and 12 to assess healthcare needs and coordinate efforts to better serve these areas. The Hospital has also assessed community need in consultation with a wide variety of community physicians that serve patients who receive care at three (3) of NewYork-Presbyterian's facilities: NewYork-Presbyterian/Columbia, NewYork-Presbyterian/Allen Hospital and the Morgan Stanley Children's Hospital. In 2010, the Hospital continued to work with the WHI Emergency Preparedness Task Force to further community preparedness.

NewYork-Presbyterian has met with all of these community groups and discussions have yielded significant knowledge and cooperation on many fronts:

- ***The NewYork-Presbyterian Community Health Advisory Council:*** The NewYork-Presbyterian Hospital Community Health Advisory Council was established in 2004. The Council provides the opportunity for community leaders and residents to directly engage Hospital senior leadership and collaboratively develop ways to address community concerns. Meetings of the Council are held quarterly and notifications are provided through e-mails and regular postal mailings. During the last two meetings on February 22 and October 21, 2010, the Council addressed concerns regarding community preparedness, patient access and community engagement regarding the best approach to tackling chronic diseases.

Members of the Council are:

- **Sandra Garcia-Betancourt**, Executive Director & CEO, Northern New York Arts Alliance (NoMAA)
  - **Herbert Harwitt**, former Community Board 12 Board Member
  - **Fern Hertzberg**, Executive Director, ARC Fort Washington Senior Center
  - **Soledad Hiciano**, Executive Director, Association of Progressive Dominicans
  - **Maria Luna**, Community Leader and Community Board 12 Board Member
  - **Isabel Navarro**, Executive Director, Casa México
  - **Pamela Palanque-North**, Community Board 12 Board Member and Chair, Community Emergency Response Team (CERT)
  - **Ana Olivero, M.D.**, former President of the Community Physician Organization
  - **Rosita Romero**, Executive Director, Dominican Women's Development Corp.
  - **Rev. Luonne Rouse**, Pastor, Metropolitan Community United Methodist Church, and Co-Chair, Building Bridges-Building Knowledge-Building Health Coalition
  - **Andrew Rubinson**, Community activist and former Executive Director, Fresh Youth Initiative
  - **Yvonne Stennett**, Executive Director, Community League of the Heights
  - **Juan Tapia-Mendoza, M.D.**, Community Physician
  - **Juan Villar**, Principal, Gregorio Luperon High School
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- ***The NewYork-Presbyterian/Weill Cornell Community Advisory Board:*** The NewYork-Presbyterian/Weill Cornell Community Advisory Board was established in 1979 to enhance communication and cooperation between the Hospital and the communities that it serves. The Board identifies health needs of the community, participates in determining how best to meet those health needs where appropriate,

initiates the development of a collaboration between the Hospital and community-based organizations and brings internal service delivery problems to the attention of Hospital administration. The Committee met in April and November, 2010.

Community Advisory Board Members:

- **Jonathan B. Altschuler, Esq.**
- **William J. Dionne**, Executive Director, Burden Center for the Aging, Inc.
- **Peter Gorham**, Executive Director, Kennedy Child Study Center
- **Police Officer Chris Helms**, Community Affairs Officer, 19th Precinct
- **Police Officer Liam Lynch**, Community Affairs Officer, 19th Precinct
- **Stephen Petrillo**, Director of Safety, The Town School
- **Warren B. Scharf**, Executive Director, Lenox Hill Neighborhood House
- **Barry Schneider**, Member of Community Board 8
- **Leslie Slocum**, Press and Public Affairs Officer, British Consulate General, British Information Service
- **Ron Swift**, Member representing Western Queens
- **Louis Uliano**, Director of Community Relations and School Safety
- **Wanda Wooten**, Executive Director, Stanley M. Isaacs Neighborhood Center
- The following persons are ex-officio members of the Board

President, NewYork-Presbyterian Hospital

Dean, Weill Cornell Medical College

Local elected officials

- **The NewYork-Presbyterian/Allen Hospital Advisory Committee** - The NewYork-Presbyterian/Allen Hospital Advisory Committee was established to foster greater community input in the delivery of healthcare and to promote community awareness of hospital activities and services. The Committee met on September 16, 2010.

Advisory Committee Members:

- **Ms. Christie Allen**, Donor
- **Mrs. Ethel Allen**, Donor
- **Dr. Tzvi Bar-David**, at NewYork-Presbyterian/Allen
- **Luis Canela**, Managing Director of Kaufman Brothers LLP  
and NewYork-Presbyterian Trustee
- **Pamela Carlton**, NewYork-Presbyterian Trustee
- **Dr. Roberta L. Donin**, Assistant Clinical Professor at NewYork-Presbyterian/Allen
- **June Eisland**, Former New York City Council Member
- **Charlotte Ford**, NewYork-Presbyterian Trustee
- **David Gmach**, Director, Manhattan Public Affairs and Financial Planning & Analysis,  
Consolidated Edison Company of New York
- **Anne Grand, Ph.D.**, at NewYork-Presbyterian/Allen
- **Marife Hernandez**, NewYork-Presbyterian Trustee
- **Franz Leichter**, Former Senator
- **Maria Luna**, Community Leader and Community Board 12 Board Member
- **Leo Milonas**, Community Resident
- **Franz Paasche**, Community Resident
- **Louis Rana**, President, Manhattan Consolidated Edison Company of New York

- ***The Building Bridges-Building Knowledge-Building Health Coalition (BBKH or Coalition) of Northern Manhattan, East Harlem and the South Bronx:*** In 2005, NewYork-Presbyterian co-founded BBKH, a Community-Based Participatory Research Coalition (CBPR), which has served to bring together community, religious, academic and Hospital collaborators around the mission of measurably improving the health of the communities we serve. The members of BBKH include:

Community-Based Organizations (CBOs)

- Alianza Dominicana
- Bronx Health Link
- Community League of the Heights (CLOTH)
- Northern Manhattan Perinatal Partnership
- South Bronx Concerned Citizens

Faith-Based Organizations (FBOs, Churches)

- First Spanish United Methodist Church
- Grace United Methodist Church
- Madison United Methodist Church
- Metropolitan Community United Methodist Church

Academic Organizations and Healthcare Providers

- Heilbrun Population and Family Health (Mailman School of Public Health of Columbia University )
- Weill Cornell University’s Department of Public Health
- NewYork-Presbyterian

BBKH has chosen diabetes as the focus of the Coalition’s health promotion and disease prevention efforts. This determination was made according to the public participation principles of the Community Based Participatory Research Coalition at the annual meeting in 2006. The Coalition, which is supported by a five-year grant from the Community Partnerships program of the Office of Minority Health, New York State Department of Health, met every month (except January and December) in 2010. In 2010, BBKH continued to seek membership from other Community Based Organizations and Faith-Based Organizations in Northern Manhattan and the South Bronx that are dedicated to the improvement of health status and healthcare access.

- ***Community Board Districts 8 and 12*** - NewYork-Presbyterian meets regularly with Community Board Districts 8 and 12. These Districts encompass two large sections of the Hospital’s service area. The Health Committee of Community Board District 12 in Manhattan meets monthly to discuss the health needs of the community. NewYork-Presbyterian’s Vice President of Government and Community Affairs is a member of the Health Committee and regularly reports on Hospital programs, services, community outreach, and budget issues. The interaction between NewYork-

Presbyterian and the Community Board is extremely valuable since it enables the Hospital to have first hand reports of community concerns.

- ***Community Physicians of NewYork-Presbyterian/Columbia*** - This organization provides a forum for discussion and networking for NewYork-Presbyterian and the many community physicians who practice medicine in large sectors of the Hospital's service area. Notifications of meetings are sent to all community physicians who have been identified as having an interest in participation. NewYork-Presbyterian's outreach has resulted in building an organization of more than 200 community physicians. This group meets on a monthly basis to discuss several issues including healthcare access, emergency services, and collaborations for diabetes management and obesity prevention, as well as health promotion efforts. In addition, more than fifty (50) community physicians have also collaborated with NewYork-Presbyterian on grant funded efforts to improve access to healthcare, asthma control, congestive heart failure, obesity and diabetes (Access Improvement - NYSDOH HEAL 1, 6, 9, 10 and 17 awards; WIN for Asthma; CHALK award, NYSDOH).
- ***Corinthian Independent Physicians Association (IPA)*** – Corinthian IPA includes more than 500 physicians in the New York, Kings, Queens and Bronx Counties. NYP Hospital has met with its leadership on multiple occasions to address issues of diabetes control and expansion of healthcare access. In 2010, Corinthian physicians met with the Hospital and New York City Department of Health and Mental Health, Division of Healthcare Access & Improvement Primary Care Information Project leadership, to promote healthcare access through the development of Medical Homes and chronic disease management programs; the meeting was open to all members of Corinthian IPA, approximately 500 people.
- ***The Washington Heights/Inwood Emergency Preparedness Task Force*** - The Emergency Preparedness Task Force met on June 2, 2010.

This meeting focused on:

- Vaccinations
- Community resources
- Distribution of flyers and posters
- Effective communication and outreach, including utilization of local media
- Extensive outreach to immigrant and non-English speaking populations
- Alternate sites for expansion

Members include:

- NewYork-Presbyterian
- Columbia University Medical Center
- New York City Department of Health and Mental Hygiene
- Community Board 12
- Community Board 12 Emergency Response team (CERT)
- 33<sup>rd</sup> and 34<sup>th</sup> Police Precincts
- Community League of the Heights

- Project Renewal
- Isabella Geriatric Center
- Northern Manhattan Coalition for Immigrant Rights
- Yeshiva University
- Local elected officials

#### **IV. IDENTIFICATION OF PUBLIC HEALTH PRIORITIES**

In accordance with the State Department of Health’s Prevention Agenda toward the Healthiest State, NewYork-Presbyterian conducted an assessment of its service area’s demography and health needs. It gathered input obtained from the multiple public discussion sessions, and analyzed the quantitative and qualitative data from the community health needs assessment that was previously submitted to New York State. The Hospital also reviewed the heightened need for community preparedness as a city, state and federal priority. Past concern over the H1N1 virus illustrated the importance of community preparedness and emergency planning for all residents in the Hospital’s service area.

NewYork-Presbyterian chose to address the following three (3) New York State Department of Health’s Prevention Agenda Priorities:

1. Access to Quality Healthcare
2. Chronic Disease
3. Community Preparedness

During 2010, NewYork-Presbyterian conducted a wide variety of activities that support the three (3) Prevention Agenda Priorities: access to healthcare, chronic disease and community preparedness. Activities designed to improve **healthcare access** targeted lack of insurance, systemic and structural barriers, as well as cognitive factors, including knowledge of disease and prevention strategies. These activities took place in communities throughout the service area, and targeted schools and faith-based organizations, along with major community-based industries of livery drivers, shopkeepers (bodegueros) and cosmetologists. The Hospital also conducted many health promotion and disease prevention activities that addressed the following **chronic diseases**: diabetes, obesity, cardiovascular disease, asthma, and cancer. **Community preparedness** activities ranged from annual blood drives to extensive emergency medical services activities, conducted in coordination with the City of New York. In addition to the three priority areas NewYork-Presbyterian also conducted a number of other programs that support our organization’s mission and commitment to the overall health of the community. A detailed list of all of programs can be found on Appendix 1 of this report.

## V. UPDATE ON PLAN OF ACTION

Prevention Agenda Priorities	2010 Plan	2010 Update
<b>Access to Quality Healthcare</b>	Implement plan for Level 2 NCQA Recognition for NYP/ACN clinics	Submitted and received NCQA Patient Centered Medical Home Level 1 recognition for all 12 Ambulatory Care Network (ACN) clinics: <ul style="list-style-type: none"> <li>- 7 Uptown: August 2010</li> <li>- 5 Downtown: December 2010</li> </ul>
	Identify gaps required to meet Level 3 NCQA Recognition	Identified gaps to meet Level 3 NCQA recognition and submitted an add-on application to upgrade 7 Uptown clinics to Level 3 status, December 2010.
	Establish a Medical Home Quality Forum in collaboration with Independent Community Physicians	Over the course of 2010 NYP participated in monthly meetings with Independent Community Physicians (ICPs) to discuss the Medical Home and other important Hospital ICP issues.
	Ongoing collecting of measures on Medical Home performance	In 2010, the Hospital worked closely with Information Technology and clinical leadership to identify, monitor and produce dashboard reports around process and outcome measures that relate to the 3 clinically important PCMH conditions of: Asthma, Diabetes and Congestive Heart Failure.
	Implement NYP/ACN Call Center	NewYork-Presbyterian made efforts to understand current service levels and laid the foundation for future improvements of the NYP/ACN Call Center in 2010. These efforts consisted of evaluating why patients were calling, redesigning phone trees, redesigning processes, implementing new technology and implementing ongoing education and quality reviews.
	Develop and pilot various models to improve specialty care access	In 2010, NewYork-Presbyterian hired 2 Nurse Practitioners (NP) to work with the Orthopedic and ENT specialty practices in order to help patients with access issues. In addition the Hospital worked with mystery shoppers in order to address areas of limited access, enhancing the patient experience and overall satisfaction.
	Implement program for providers and patient insurance enrollment and outreach	The Hospital implemented the Patient Financial Advocacy Program to identify and enlist uninsured patients to appropriate public and private assistance programs throughout the Hospital. In 2010 the Patient Financial Advocacy Program enrolled 176 ACN patients into NYS Medicaid programs.
	Expand community physician “Care Connect” ED visit notification program to other NewYork-Presbyterian facilities	Worked with IT to include ED visits notification in the NewYork-Presbyterian population management system – Amalga. The Hospital also developed the NYP mobile application in order to present key patient data to providers to expedite decision making and facilitate communication among team members in order to provide data driven, efficient care to patients from any location.
	Begin implementation of community physician IT strategy	Conducted two (2) in-person demonstrations with community physicians in order to engage them in discussions around adoption of Electronic Medical Records: <ul style="list-style-type: none"> <li>- March 10, 2010</li> <li>- May 25, 2010</li> </ul>
	Seek the necessary resources for implementation of the NewYork-Presbyterian Personal Health Record adaptation	In 2010 the Hospital continued to promote its Personal Health Record (PHR) called MyNYP.org which delivers a patient-controlled health record powered by medical data that were consolidated by breaking down the walls between many siloed applications and datasets within the Hospital’s systems. In addition in 2010 a Spanish version of the PHR was made available called MiNYP.org.

**2010 Community Service Plan Comprehensive Report – Year 2 Update**

<b>Prevention Agenda Priorities</b>	<b>2010 Plan</b>	<b>2010 Update</b>
<b>Chronic Disease</b>	Implement the Diabetes and Pediatric Asthma Disease Management program pilot at the NYP/ACN clinics	Under the Patient Centered Medical Homes program all NYP/ACN sites went live with Diabetes and Pediatric/Adult Asthma Disease Management programs in October of 2010.
	Expand the planning of disease prevention and management programs to include Cardiovascular disease (CHF, Hypertension, CAD)	NYP/ACN sites on the Uptown campus Patient Centered Medical Homes went live with CHF Disease Management programs in October of 2010. NYP/ACN sites on the Downtown campus Patient Centered Medical Homes went live with Hypertension Disease Management programs in October of 2010.
	Plan Adolescent Depression program in collaboration with Westchester Division, and begin implementation of pilot Adolescent Depression Program	As part of our NY HEAL 17 project NYP began planning to centrally address the redesign of primary care in Northern Manhattan by supporting physicians in the transformation of their practices into Patient Centered Medical Homes (PCMHs). This program specifically addressed the growing prevalence of Diabetes and Depression among adult and adolescents.
	Begin planning obesity prevention program for the rest of NYP service area	In 2010 NewYork-Presbyterian began discussions on collaboration with the Upper Manhattan Empowerment Zone and other local community based and faith based organizations in order to align Hospital services with community strengths.

**2010 Community Service Plan Comprehensive Report – Year 2 Update**

Prevention Agenda Priorities	2010 Plan	2010 Update
<b>Community Preparedness</b>	Quarterly blood drives at each of the NewYork-Presbyterian campuses	Over the course of 2010 80 Blood Drives were conducted. Throughout NewYork-Presbyterian’s campuses a total of 3,015 pints of blood were collected.
	Continue Task Force discussions and planning	The NewYork-Presbyterian Hospital Community Health Advisory Council, The NewYork-Presbyterian/Weill Cornell Community Advisory Board, The NewYork-Presbyterian/Allen Hospital Advisory Committee, The Building Bridges-Building Knowledge-Building Health Coalition (BBKH or Coalition) of Northern Manhattan, East Harlem and the South Bronx, and Community Physicians of NewYork-Presbyterian/Columbia continued to meet in 2010.
	Conduct educational workshops and lectures	Over 350,000 people participated in the multitude of outreach and educational events that the Hospital administered in 2010. Health and Wellness Seminars in the Fall and Spring, sixteen (16) in total, occurred at the Weill Cornell and Westchester campuses. Breast feeding and senior health education were done at the Allen Hospital, and healthy lifestyle education was done at Columbia University. See <b>Appendix 1</b> for a more comprehensive listing of educational workshops and lectures.
	Design and implement emergency preparedness tabletop drills collaboratively with stakeholders	NewYork-Presbyterian System’s Emergency Management Forum continued to meet in 2010. Quarterly meetings were held on January 21, April 22, July 22, and October 21. Web conferences that identified different possible scenarios were held on May 13, September 14 and November 18. Over the course of 2010 NewYork-Presbyterian also held a variety of tabletop drills where community preparedness, pandemic influenza planning, surge capacity issues, utility failure planning, how to respond to improvised explosive devices, and lessons learned from natural disasters were discussed.
	Convene WH/I Community Emergency Preparedness Task Force	The WH/I Community Emergency Preparedness Task Force met on June 2, 2010.

**VI. DISSEMINATION OF REPORT TO THE PUBLIC**

NewYork-Presbyterian operates a geographically-focused approach for soliciting community participation and involvement, providing community outreach, and distributing its myriad publications. Specifically, distribution of and access to NewYork-Presbyterian’s Community Service Plan occurs through NewYork-Presbyterian/Columbia University Medical Center Community Health Council, the NewYork-Presbyterian/Weill Cornell Medical Center Community Advisory Board, and the NewYork-Presbyterian/Westchester Consumer Advisory Board. In addition, copies of the Plan are distributed through Community Boards 12 and 8 in New York, and Community Board 8 in the Bronx.

Any member of the public can get a copy of the ***2010 Community Service Plan*** by visiting NewYork-Presbyterian’s website [www.nyp.org](http://www.nyp.org) or contacting one of the following offices:

***OFFICE OF GOVERNMENT AND COMMUNITY AFFAIRS (212) 305-2114***

***OFFICE OF PUBLIC AFFAIRS (212) 821-0575***

***NEWYORK-PRESBYTERIAN/WEILL CORNELL (212) 821-0560***

***NEWYORK-PRESBYTERIAN /COLUMBIA (212) 305-5587***

***NEWYORK-PRESBYTERIAN/WESTCHESTER (914) 997-5779***

***OFFICE OF COMMUNITY HEALTH DEVELOPMENT (212) 740-7753***

## **VII. CHANGES IMPACTING COMMUNITY HEALTH/PROVISION OF CHARITY CARE/ACCESS TO SERVICES**

Despite the many financial challenges posed by federal and state funding of health care, NewYork-Presbyterian has been able maintain the same access and level of service to the community as in the 2009 Community Service Plan Update. Furthermore, in 2010 the hospital continued its strategic initiative to measurably improve the health of the community by aligning its health care delivery system with the access and health care needs of the community.

## **VIII. FINANCIAL AID PROGRAM**

The implementation of Charity Care Financial Aid (Financial Aid) programs at NewYork-Presbyterian has been very successful. Outlined below are highlights of the provisions of the Hospital's Financial Aid program:

### ***Eligibility***

- Although only obligated to offer assistance to any qualified patient who resides in the NewYork-Presbyterian Charity Care service area who seeks emergency care or medically necessary non-emergency care, with income less than 300% of the Federal Poverty Level, NewYork-Presbyterian has extended its program to allow eligibility for Charity Care to qualified patients with incomes less than 400% of the Federal Poverty Level.
- The Charity Care service area for NewYork-Presbyterian/Columbia (including Morgan Stanley Children's Hospital of NewYork-Presbyterian Hospital), NewYork-Presbyterian/Weill Cornell and NewYork-Presbyterian/Allen Hospital consists of the 5 counties that represent New York City: New York, Bronx, Kings, Queens, and Richmond.
- The Charity Care service area for the NewYork-Presbyterian/Westchester Division consists of the counties of Westchester, Bronx, Orange, Putnam and Rockland.
- NewYork-Presbyterian may consider patients for financial aid who meet some but not all criteria, including residency requirements in exceptional circumstances.
- The application process has been assigned to a specific unit for consistency in implementation of the program.
- The Hospital employs credit reporting software to determine eligibility on a presumptive basis for certain patients under limited conditions who fail to apply but may qualify for financial aid.

### ***Medicaid or Public Insurance Plans***

- NewYork-Presbyterian has a patient financial advocacy program through which patients without insurance are interviewed to determine if they may be eligible for coverage and, if so, the application process for public assistance is initiated when appropriate.
- Inpatients and outpatients without insurance who may be eligible are interviewed by staff and, when appropriate, applications for Medicaid enrollment are submitted to the NYC Medicaid Application Processing Unit.

**Financial Aid Summary:** A Financial Aid Summary that summarizes NewYork-Presbyterian’s Financial Aid Program is made available to patients.

**Application:** Although not required to do so by applicable law, NewYork-Presbyterian allows patients to apply for financial aid at any point throughout the billing process.

**Installment plans:** The Hospital allows qualified patients to pay on an installment basis without the imposition of interest charges.

**Billing and Collections:** Contracts for billing and collection vendors require those vendors to comply with applicable NewYork-Presbyterian policies and procedures, including the Financial Aid Policy.

**Best Practices:** NewYork-Presbyterian conducts routine internal audits to determine whether:

- Financial summaries are being handed to all patients.
- Hospital staffs are familiar with the Charity Care Program and can direct a patient to further information.
- The Financial Aid Policy provisions are being followed.

**Challenges:** Some of the challenges that have been faced in the application of the provisions of Public Health Law 32807-k (9-a) have been:

- Understanding which types of information may be requested from patients during the application process.
- Approving exceptions for patients residing outside of the Hospital’s service area in appropriate circumstances.
- Convincing patients who may be eligible for Financial Aid to complete and return applications. Many patients request applications, but far fewer actually return completed applications.

**IX. PLAN CONTACT INFORMATION**

**Name of Facility:** New York-Presbyterian Hospital  
**Address:** 525 East 68th Street  
**City:** New York  
**County:** New York  
**DOH Area Office:** Metropolitan Area Regional Office

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**CEO/Administrator:** Steven J. Corwin, M.D.  
**Title:** Chief Executive Officer

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**CSP Contact Person:** William A. Polf, Ph.D.  
**Title:** Senior Vice President, External Relations  
**Phone:** (212) 305-4223  
**Fax:** (212) 212-342-5265  
**Email:** [polfwil@nyp.org](mailto:polfwil@nyp.org)

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**CSP Contact Person:** J. Emilio Carrillo, M.D., M.P.H.  
**Title:** Vice President, Community Health Development  
**Phone:** (212) 305-1079  
**Fax:** (212) 740-7749  
**Email:** [ecarrill@nyp.org](mailto:ecarrill@nyp.org)

## **X. APPENDIX 1: 2010 COMMUNITY SERVICE ACTIVITIES**

### **1. Access to Quality Healthcare**

- ***School-Based Health Centers (SBHCs)*** –The School-Based Health Centers (SBHCs) operated by NYP Hospital’s Center for Community Health and Education provide a multidisciplinary service model that integrates primary care, mental health counseling, and health education in 7 NYP Hospital Ambulatory Care sites which serve 15 Northern Manhattan intermediate and high schools. The sites are located at the George Washington Educational campus, the Stitt campus, P.S. 143, the Inwood Community campus in Washington Heights, the Percy Sutton campus, and Thurgood Marshall Academy and Promise Academy in Central Harlem. In the fall of 2011, the SBHC program will open a new site at the John F. Kennedy campus in the Marble Hill section of the Bronx serving 8 additional high schools with a total of 3,000 students. Student patients incur no charges for the care that they receive from licensed providers. For many adolescents, the SBHCs meet important health and prevention needs that would otherwise be unaddressed. By providing services on site at school, students do not have to miss school and parents do not have to miss work for a medical appointment. The SBHCs are open year-round, Monday through Friday, 8:00 a.m. to 4:30 p.m. In the 2010 school year, 5,480 student patients made 39,835 visits.
- ***Taxi Drivers Health Fair*** – In collaboration with the Ambulatory Care Network, Community Board 12, and the United Drivers Group, NewYork-Presbyterian/Columbia sponsors an annual health fair dedicated to the health of local livery taxi cab drivers in Washington Heights/Inwood and adjacent Bronx areas. The fair provides many uninsured and underinsured taxi drivers with health information and screenings, including vision and free prescription eyeglasses, HIV testing and health insurance eligibility screening/enrollment. Approximately 400 people attended the 2010 health fair.
- ***Cosmetology and Beauty Industry Health Fair***- This event took place at the Vivian and Seymour Milstein Family Heart Center on May 10, 2010 and was dedicated to the health of local cosmetologists in the Washington Heights/Inwood and immediate Bronx areas of New York City. Partnerships include NewYork-Presbyterian Ambulatory Care Network, the New York Hispanic Cosmetology and Beauty Chamber of Commerce and Neighborhood Health Providers. General health screenings were offered as an opportunity to bring awareness to health related problems that could be addressed with education and referrals. Services included: Blood pressure, cholesterol, glucose, and BMI screenings; health counseling and follow-up; health insurance eligibility screening/enrollment; workshops on women's health, business licensure and regulations consultations, repetitive motion injury - prevention and ergonomics, hair relaxing and permanents, stress management and depression and advantages and disadvantages of artificial nails.

- ***Ambulatory Care Network-Pharmacy Assistance Program (ACN-PAP)*** – ACN-PAP assists medically underserved patients and safety net providers in facilitating access to affordable pharmaceuticals donated by pharmaceutical companies. In 2010, ACN-PAP's total procurement of 564 prescriptions was valued at over \$1.1 million. In addition to NYP Hospital's Ambulatory Care Network clinics, ACN-PAP has been serving the Cardiology and Oncology communities at NewYork-Presbyterian/Columbia's Milstein Hospital building and the federally qualified health centers of New York City. In collaboration with the New York City Department of Health and Mental Hygiene, SASA-PAP has developed NYCRx, an innovative program to expand access to medicines for the nearly three million uninsured and underinsured New Yorkers. NYCRx is creating a practical system for New York's safety net providers to get medicines to their outpatients at a much lower cost through the Federal 340B drug discount program. ACN-PAP continues to expand to health centers in the Bronx, Brooklyn and the Lower East Side.
  
- ***Community Physician Outreach Program*** - The Community Physician Outreach Program's mission is to provide a link from the Hospital to physicians from full time independent practices throughout the Northern Manhattan, Washington Heights, Inwood and neighboring Bronx communities. The program's outreach coordinator serves as the key liaison for community physicians and assists with all aspects of their interaction with the NewYork-Presbyterian/Columbia campus. This includes access to Hospital services, meeting space, CME conferences, as well as meetings with Hospital leadership. Part of the program's mission also includes integrating foreign trained physicians who are studying for their American licensing boards. In 2010, the outreach has resulted in building collaborations with more than 200 community physicians.
  
- ***Interpreter Services*** – In 2010 NewYork-Presbyterian's medical interpreting program provided interpretation assistance to our patients more than 190,000 times, in more than 100 languages. The Hospital's annual budget committed to this program exceeded \$3.5 million dollars for 2010. NewYork-Presbyterian has an inter-disciplinary Limited English Proficiency Steering Committee coordinated by the Manager of Interpreters Services. This committee oversees the implementation of a multi-faceted action plan to support and strengthen language access services at our facilities. Members of the Committee include representatives from Senior Management, Human Resources, Volunteer Services, International Services, Legal Services and Patient Services. Best practice calls for hospitals to involve their staff in planning to meet language access need and also for a formal, annual review of community needs and demographics to ensure that our services are structured to meet the unique needs of the hospital's service area and patient population, the Limited English Proficiency Committee plays a central role in this process. This yearly assessment is communicated to the Board and senior leadership and guides our efforts each year. In 2010, the Limited English Proficiency Committee continued to conduct its annual assessment and implemented an action plan which included providing ongoing education to staff about NewYork-Presbyterian's commitment to providing language assistance and

how to access interpreters, as well as providing descriptions of the various projects geared to improve services and assess program quality.

- ***Bodeguero's Health Fair*** - NewYork-Presbyterian worked with JETRO Bronx Foods Market distributors to educate local grocery store owners throughout the City on access to healthcare. The fair provided flu shots, diabetes, cholesterol, and blood pressure screenings to approximately 100 attendees. In addition, health educators were available on site to assist and provide participants with health-related literature and information.
- ***Reach Out and Read (ROR) Health Literacy Fair*** – Since 1997, the ROR program in the ACN pediatric practices has promoted early literacy by providing new books and advice to parents about the importance of reading aloud to their young children. In collaboration with the ACN Community Outreach department and Morgan Stanley Children's Hospital, ROR hosted an annual health literacy fair on March 27, 2010. During the weeks prior to the event, Family literacy workshops were held for parents of children ages 3-5 years old, who attend Ft. George Community Center Head Start Program. Families participated in interactive workshops that focused on read aloud strategies to help promote the cognitive and social growth of young children.
- ***Health and Wellness Seminars*** - The Health and Wellness program at NewYork-Presbyterian/Weill Cornell sponsors seminars in the spring and fall. Presentations are given by NewYork-Presbyterian doctors, nurses and nutritionists to community residents. During 2010, eight (8) seminars were held and approximately 800 community residents attended. Topics discussed included Reducing Cancer Risk, Emotional and Eating Disorders, Strategies to Address Lack of Sleep and Medical and Surgical Rehabilitation for Hearing Loss.
- ***Lecture Series and Community Outreach*** – NewYork-Presbyterian/Westchester continued to offer a bi-annual calendar of free lectures to the community on diverse emotional wellness topics, such as coping with depression, anxiety, stress, anger management, and behavioral and parenting issues. During 2010, an average of 38 community residents attended each lecture. In addition, the Community Outreach department sponsored several free community screening days for eating disorders, alcoholism and depression. The department also participated in presentations, educational forums and events for area public and private schools, Parent Teacher Associations, colleges, community groups, and religious organizations, as well as civic, business and social groups. The total number of community residents served through the lecture series and various presentations in 2010 was approximately 550 people.
- ***Community Update Newsletter*** – NewYork-Presbyterian/Westchester distributed its first edition of a *Community Update Newsletter* for the White Plains residential and business community in January 2004. The newsletter provides detailed profiles of all services provided as well as a comprehensive calendar of community events. The Community Update Newsletter continues to be published

on a semi-annual basis. During 2010, more than 76,000 copies of the newsletter were distributed throughout the community.

## **2. Chronic Disease**

- **Research-** New York-Presbyterian Hospital's dedicated research physicians and surgeons, all of whom are on the faculty of either Columbia University College of Physicians & Surgeons or Weill Medical College of Cornell University, have made extraordinary contributions. The Hospital is at the forefront of medical research and works closely with both medical schools to facilitate research and mobilize resources; faculties from both schools often collaborate on research projects.
- The Columbia University College of Physicians & Surgeons has a wide range of research centers and institutes. The Community Engagement Core Resource (CECR) in the Irving Institute for Clinical and Translational Research is guided by an Executive Committee of faculty and senior administrators representing the Columbia University Medical Center health professional schools and interdisciplinary centers, New York-Presbyterian, New York-Presbyterian Ambulatory Care Network, and the Harlem Hospital Center. The overall goals of CECR are to enhance the quality of population and community-based research ongoing at CUMC; facilitate the integration of a community-based provider network into the clinical and translational research agenda of the ICTR; more effectively communicate with the community to foster research of mutual benefit to both university and community. An integral part of the Community Engagement Core Resource, the Columbia Community Partnership for Health (CCPH) is multipurpose communal space located 10 blocks from the medical center that supports the health-related research of investigators, community-based organizations, and community residents. CCPH's resources include bilingual staff, a bilingual health library, an interview and exam room for research purposes, and meeting facilities that are free of charge to NYP/Columbia investigators, community-based organizations and community residents. CCPH initiates new and supports existing community-engaged research projects on a variety of topics so that investigators and community groups can partner effectively to meet the urgent health concerns faced by the residents of Washington Heights and Inwood.
- The Clinical and Translational Science Center (CTSC) is a Multi-Institutional Consortium at Weill Cornell Medical College with: Cornell University, Ithaca; Cornell University Cooperative Extension, New York City; Hospital for Special Surgery; Hunter College School of Nursing; Hunter Center for Study of Gene Structure and Function ; Memorial Sloan-Kettering Cancer Center; New York-Presbyterian Hospital/Weill Cornell Medical Center and Weill Cornell Graduate School of Medical Sciences. The Community Engagement and Outreach Program for the CTSC is led by the Cornell University Cooperative Extension-NYC (CUCE-NYC). CUCE-NYC has a staff of 150 people who speak a total of five (5) languages, and are dispersed throughout each of New York City's five boroughs. Over 80% of this staff is hired from the neighborhoods that they work

in; they provide direct service to low income households. CUCE-NYC has sixty-five (65) Nutrition Educators on staff who provide direct instruction to over 24,000 families in an eight-week program, as well as, “one-off” lessons that are provided to 40,000 participants at community sites. Additionally, CUCE-NYC has developed networks with the “Faith Based Community” that include well over 400 churches, mosques, and synagogues. CUCE-NYC has eight (8) “Faith Based Community Liaisons” on staff who work directly with community organizations to promote health events and distribute research protocols. CUCE-NYC has developed a close relationship with the New York City Department of Health: Office of Minority Health which has led to the development of a “strategic plan” for Faith Based Health programming across the City. Currently CUCE-NYC and the Weill Cornell CTSC provide video conferencing programs featuring health researchers presenting on topics identified by the community and taking questions in real time interactive format. Additionally, CUCE-NYC, Hunter School of Nursing and the Weill Cornell CTSC have co-sponsored Health Fairs, with staff of over twenty (20) doctors and nurses providing screening. These events have been the basis for creating a network that supports the recruitment of ethnically, racially and age-diverse subjects for clinical trials and provides general information about the clinical trial process and availability. Over seventy two (72) trials have been promoted and distributed in community settings.

**a. Diabetes**

- ***Building Bridges, Building Knowledge, and Building Health Coalition (BBKH)*** – BBKH is a collaborative comprised of faith-based organizations, community-based organizations, academic institutions, and academic medical centers. This coalition has been serving the low-income, underserved population of New York City for many years. The mission of the coalition is to advocate for and improve the quality of life, as well as reduce racial-ethnic health disparities of low-income residents living in Northern Manhattan and/or the South Bronx. This mission is accomplished through the joint study of community health needs and the development of community-specific interventions designed to overcome barriers to healthcare. During 2010, BBKH worked with the Cornell Internal Medical Associates Clinic to provide screening services to community residents for diabetes. Those identified were referred for appropriate case management.
- ***Healthy Schools, Healthy Families (HSHF)*** – The Healthy Schools, Healthy Families (HSHF) Coalition is a school-linked health promotion and obesity prevention program for medically underserved children in New York City. The HSHF Coalition is comprised of more than fifteen (15) community-based, local government, public, and private organizations in conjunction with NewYork-Presbyterian/Columbia and NewYork-Presbyterian/Weill Cornell. The HSHF program was initiated in September 2004 and is currently associated with seven (7) elementary schools in Washington Heights (PS 4, 128, 132, 152), Central Harlem (PS 180), and East Harlem (PS 102, 206). The program currently serves approximately 39,059 people, and targets obesity by encouraging students and their families, along with school staff to engage in physical activity. HSHF

hosted events such as “Taste Tests,” “Better Habits, Better Futures” workshops, and Agricultural Literacy events. NewYork-Presbyterian Hospital/Columbia University’s Choosing a Healthy and Active Lifestyle program continued to distribute “Health Bucks” to parents as an incentive for participating in HSHF programming and workshops. The Health Bucks are valid for credit towards the purchase of produce at local farmers markets.

**b. Heart Disease**

- ***Heart of Hearts: Open Heart Patients Education and Support Series***- the Heart of Hearts program at NewYork-Presbyterian/Columbia held an education and support series for post discharged open heart surgery patients and their families and friends in 2010. The sessions were held on the 2nd Tuesday of every month and 200 patients and their friends and family participated.

**c. Asthma**

- ***Washington Heights/Inwood Network (WIN)*** – Created in December 2005, Washington Heights/Inwood Network for Asthma of NewYork-Presbyterian is a program funded by the Merck Childhood Asthma Network. The program seeks to strengthen community-wide asthma management for children by building a care coordination “network”, and thus works to reduce asthma-related hospitalizations, Emergency Department visits and school absences. In 2010, the WIN for Asthma program provided monthly medications training sessions for parents in our program. Medications trainings were carried out by Dr. Adriana Matiz, Medical Director for WIN. Parents were provided with an opportunity to learn about the different types of asthma medications and to ask specific questions about their children's medication regimen. Medications trainings were held at Community League of the Heights (CLOTH), one of our partner Community Benefit Organizations. The Washington Heights Asthma Walk, an annual event, also occurred in June 2010. Program participants, staff, and community members joined together to march through Washington Heights to raise awareness about childhood asthma in the community. Approximately 289 people were served by the WIN for Asthma program in 2010.

**d. Cancer**

- ***Cancer Screening Program*** – The Cancer Screening Program at NewYork-Presbyterian, funded by the New York State Department of Health and the Centers for Disease Control and Prevention, provides breast, cervical, colorectal, skin and oral cancer screening at no cost to men and women. The program provides ongoing community-based outreach, education, cancer screening, work-up and treatment. Screening is provided in collaboration with the Breast Examination Center of Harlem, the Ralph Lauren Center, Union Health Center, MIC/Morningside, Planned Parenthood of NYC, Callen-Lorde Community Health Center, Project Renewal and through the mobile mammography programs of Women’s Outreach Network and Multi-Diagnostic Imaging, Inc. Follow-up is

centralized at NewYork-Presbyterian/Columbia, a National Cancer Institute designated Cancer Center. Those in need of follow-up receive individualized case management services and financial support for treatment. The list below highlights cancer screening events that took place at NewYork-Presbyterian in 2010:

- ***Breast Cancer Awareness Month*** – During 2010, the Avon Foundation Breast Imaging Center at NewYork-Presbyterian/Columbia provided mammograms and PAP tests to eligible patients throughout the year by appointment on 2 free screening days. In addition, uninsured or underinsured women were screened by way of a mobile screening program, which travels to community health centers, churches, and senior centers to offer free walk-in screenings.
  
- ***Colorectal Cancer Prevention*** – The Colorectal Cancer Screening Program at NewYork-Presbyterian/Columbia is funded through a grant provided by the New York State Department of Health in an effort to decrease morbidity and mortality related to colorectal cancer. This program works with community agencies, private health providers, clinics, and hospitals, as recruitment and referral sites. Individuals are screened to meet the program’s eligibility criteria-based on the American Cancer Society guidelines for colorectal cancer screening. The program’s main goals include increasing the rate of colorectal cancer screening, and providing early detection and prevention among the poor, uninsured and underinsured populations of Manhattan and the Bronx.
  - ***The Jay Monahan Center for Gastrointestinal Health Outreach Events*** – In 2010, the Jay Monahan Center for Gastrointestinal Health conducted monthly free support groups for community members throughout the year. These include the Center’s regularly held educational seminars that are open to the public; an annual colorectal cancer prevention community health fair in the NewYork-Presbyterian/Weill Cornell courtyard; participation in NewYork-Presbyterian/Columbia’s taxicab campaign to raise awareness about colorectal cancer screening in collaboration with the New York City Department of Health; a mailing campaign to all NewYork-Presbyterian/Weill Cornell employees to raise awareness about colorectal cancer screening in collaboration with New York Presbyterian’s Department of Human Resources and the American Cancer Society; and free colorectal cancer seminars provided for various advocacy groups, professional organizations, corporate settings, and underserved communities.
  
- ***Oral Cancer*** - Faculty members of the Columbia University School of Dentistry offered screenings in their annual free oral cancer screening day. NewYork-Presbyterian employees participated in an annual Oral Cancer Walk to increase awareness on oral health and the risk associated with oral cancer.
  
- ***Prostate Cancer*** and ***Skin Cancer*** screenings were also offered in 2010.

### **3. Community Preparedness**

- **Annual Blood Drives-** According to the New York Blood Center, NewYork-Presbyterian is one of the largest donor groups in Manhattan and the largest hospital donor group in New York City. A total of 80 drives were held at 7 sites within each of the 4 Hospital campuses and 3,015 pints of blood were collected in 2010.
- **Emergency Management Forum** – In the wake of the September 11, 2001 attacks, NewYork-Presbyterian Healthcare System’s leadership began the Emergency Management Forum consisting of emergency management coordinators from across its 32 acute, long-term and specialty care sites. Meeting every other month, the group identifies best practices and provides a venue for collaborative efforts such as mutual aid agreements, grant opportunities and academic initiatives. The Forum continued to meet during 2010. Quarterly meetings were held on January 21, April 22, July 22, and October 21. Web conferences that identified different possible scenarios were held on May 13, September 14 and November 18. Recently discussed topics included performance measurement in hospital emergency management and community preparedness, pandemic influenza planning, surge capacity issues, utility failure planning, how to respond to improvised explosive devices, and lessons learned from natural disasters. A full-time System-wide Coordinator for Emergency Preparedness works with System leadership, each of the sites, and federal, state and local governments to develop and implement System-wide approaches to preparedness to bring the System to the forefront of healthcare emergency management.
- **NewYork-Presbyterian Emergency Medical Services (EMS)** - NewYork-Presbyterian’s EMS department is the largest Hospital-based EMS service in New York City, licensed by the New York State Department of Health to operate in the Five Boroughs of New York City, and the counties of Westchester, Putnam, and Dutchess in upstate New York. In addition, EMS is licensed by the State of New Jersey to operate a Specialty Care Transport Service (SCTU) throughout the State of New Jersey. The EMS department participates in the following programs:
  - **Community Preparedness Planning** - EMS participates with NYC Fire Department, the New York City Office of Emergency Management, the New York City Department of Health and Mental Hygiene, and the New York State Department of Health in emergency planning and preparedness activities that benefit the entire New York City region.
  - **Medical Decontamination Unit** - EMS maintains an outstanding Medical Decontamination Unit and Hazardous Materials Decontamination Team, coordinating its activities with the Mayor’s Office of Emergency

Management, FDNY, and the NYSDOH and NYCDOHMH for readiness in case of either actual emergency need or elevated threat levels.

- **Special Operations Team** - EMS' Special Operations Team applies skills in many rescue situations and in concert with fire and police specialty units in New York and across the country.
  
- **Hospital Emergency Response Information System (HERIS)** – In 2010, NewYork-Presbyterian, in collaboration with the NewYork-Presbyterian Healthcare System continued to conduct quarterly training and exercises with its unique Hospital Emergency Response Information System (HERIS). HERIS, developed in the wake of the 9/11 attacks, provides real-time, web-based tracking for all System sites resource needs and availabilities. A model for the New York State Department of Health's Hospital Emergency Response Data System or HERDS, HERIS continues to manage the difficult task of resource tracking and requests, particularly during emergencies, when the need for such information is crucial.
  
- **The Westchester Division of NewYork-Presbyterian** - Located in White Plains, New York, the Westchester Division of NewYork-Presbyterian has actively participated in Westchester County's Community Preparedness Planning and Drill Program exercises for the past six (6) years. This program consists of many of the area hospitals, as well as Police, Fire Department and Emergency Medical Services. The Westchester Division's 230 acre campus has been designated as the landing site for Westchester County and White Plains Police Department, as well as for patient transport and the staging of vehicles. There were over 30 participants in the two drills that occurred in 2010. The Westchester Division of NewYork-Presbyterian Hospital serves as the host for the "hot wash" and debriefing sessions afterward.

#### **4. Other 2010 Community Activities**

As part of NewYork-Presbyterian's commitment to the community, many other programs, initiatives and events occur throughout each year. Described below are many health promotion and disease prevention programs that occurred during 2010.

##### **a. Children's Health**

- **Choosing Healthy & Active Lifestyles for Kids (CHALK)**- CHALK (Choosing Healthy & Active Lifestyles for Kids), a collaboration between Community Pediatrics at NewYork-Presbyterian Hospital/Columbia University Medical Center and the Northern Manhattan community, is a five (5) year Center for Best Practices grant funded by the New York State Department of Health starting in 2008. The goals of CHALK are to reduce over time the prevalence of childhood obesity and its related morbidity in Northern Manhattan (with a focus on school-aged children), and to promote a culture and create an environment in which

healthy lifestyles are integral to the lives of all children. Approximately 8,873 people were served by the plethora of events that were provided in 2010.

CHALK engages a coalition of various community agencies, leaders and elected officials initially focusing on Washington Heights/ Inwood by sponsoring the "Vive tu Vida, Live your Life" campaign and links its work internally to bringing institutional services that support healthy lifestyles. Below is a list of organizations/groups that have participated in the task force in some way in 2010, though none denote official partnership.

- Healthy Schools, Healthy Families (HSHF). Ambulatory Care Network of NewYork-Presbyterian Hospital/Columbia University Medical Center. CHALK's community coalition piece is modeled after HSHF. CHALK will expand on strategies used in HSHF's social marketing campaign by broadening its reach to the larger community (rather than being school-based in 7 specific schools). HSHF markets and pilots CHALK programs in its network of 7 elementary schools. HSHF is a part of CHALK's Steering Committee.
- WIN for Asthma. Ambulatory Care Network of NewYork-Presbyterian Hospital/Columbia University Medical Center. CHALK partners with WIN during community outreach events. Future collaboration will include training ACN providers in best practices in obesity prevention and treatment methods.
- CLIMB- City Life Is Moving Bodies/Columbia University Medical Center. CLIMB's work addresses perceptions of environment and its impact on physical activity in Northern Manhattan. CLIMB is a part of CHALK's Steering Committee.
- Be Fit to Be'ne'fit/Columbia University Medical Center. Columbia University/NYP Hospital's staff wellness program and CHALK collaborate to better market healthy habits and environments to CUMC/NYPH staff and patients.
- Food and Fitness Partnership (FFP) of New York- Healthier Hospitals and the Kellogg Foundation. FFP works with CHALK in engaging New York hospitals to increase community and institutional access to healthy foods while supporting sustainable food systems.
- NYC Green Carts. NYC Department of Health and Mental Hygiene (NYC DOHMH). NYC Green Carts links with CHALK to promote Green Cart (fresh fruit and vegetable carts) locations and patronage in Washington Heights/Inwood. CHALK serves as a resource for Green Cart vendors for healthy, culturally relevant recipes and marketing materials.
- Alianza Dominicana. This community based organization offers a large number of social, cultural and insurance services to the Washington

Heights/Inwood community. Besides providing a network for outreach, Alianza serves on CHALK's Steering Committee.

- Go Green Washington Heights/Inwood (Initiative of Manhattan Borough President Scott Stringer). Go Green collaborates with CHALK in its subcommittee on Healthy Foods and Farmers' Market and related Go Green community events. Go Green provides a marketing platform for a healthy lifestyles agenda, and a mobilization of buy-in from elected officials, businesses and institutions.
  - New York Civic Participation Project (NYCPP) collaborates with labor unions and community organizations supporting worker justice and civic empowerment for new immigrants across the City. It organizes in neighborhoods to bring together grassroots union members, community activists, congregations and immigrant associations—building bridges across national, racial and ethnic lines. NYCPP is focusing on an obesity and diabetes prevention campaign in Washington Heights/Inwood and partners with CHALK in bringing medical professionals to present community workshops, developing content for home visits and participating in health fairs and other community events.
- Abadá Capoeira
  - Antojitos y Monadas/Little Cravings and Pretty Little Things
  - Asociación de Mujeres Progresistas, Inc
  - Beverly Isis Landscapes & Garden
  - Bike New York
  - Borough President Representative CEC, District 6
  - Children's Aid Society
  - CLIMB, Columbia University
  - Community Voices, Columbia University
  - Diabetes Prevention & Control Program, NYC Department of Health & Mental Hygiene
  - Freelance Artist
  - Get Focused Fitness
  - Greenmarket, Grow NYC
  - Harlem Children's Zone, Director, Healthy Living Initiative
  - Harlem Hospital, Pediatrics
  - Institute of Human Nutrition, Columbia University
  - JCL Team
  - N.D.E.P. Olympian
  - New York City Department of Parks and Recreation
  - NY Civic Participation Project/Healthcare Education Project
  - NYC Department of Education
  - NYPH-Cornell
  - Office of the Manhattan Borough President
  - People's Theater Project
  - Police Athletic League
  - Proyecto Dominicano

- The Center for Community Health and Education, Columbia University
  - Washington Heights Inwood Coalition
  - WE ACT
- 
- **Lang Youth Medical Program** – The Lang Youth Medical Program is the first hospital-based science enrichment, mentoring and internship program of its kind. Established through collaboration between Eugene Lang and NewYork-Presbyterian, the mission of Lang Youth is to put the Hospital resources to work inspiring, supporting and motivating young people from the Washington Heights area to realize their college and career aspirations, particularly in the health sciences. During 2010, 64 students from the Washington Heights community participated in the Lang Program. Lang scholars are required to attend Saturday Program during the academic year from 9am to 1:30pm. The program, taught by medical and undergraduate students from Columbia University, follows the NYC Department of Education calendar. It aims to provide a hands-on science experience that integrates character development and life skills with community activism. High School and College 1:1 meetings are part of the support Lang Youth offers during students' high school and college application process. Parents meet with the Phase I coordinator to learn about viable public, private, and parochial high school and college options. These free-of-charge counseling sessions prepare parents and students to navigate the admissions process. A school list is generated; due dates are given; and a plan of action is determined for each student.
  
  - **TURN 2 Us**- This comprehensive program utilizes a holistic approach by promoting cognitive, physical and emotional well being to the entire PS 128 and PS 4 school community. TURN 2 Us works with the Healthy Schools Healthy Families program to mediate some of the health and mental health stressors in both schools so that students can perform better academically. In 2010, over 7,200 people participated in sleep away camp, boys and girls basketball leagues, dance teams, creative arts and drama programs and field trip to a NY Liberty basketball game.

#### **b. Community-Based Outreach and Health Education**

- **Volunteer Services** – The total number of volunteers in 2010 was 2,827. Volunteer hours increased from 279,451 hours of service in 2009 to 283,532 hours of service in 2010. NewYork-Presbyterian volunteers provide service in a wide array of programs and in various roles in our Emergency Departments and on patient units at every campus. Volunteers also help out at information desks and in waiting areas in all hospital facilities. The Volunteer Department continues to focus on crafting roles for volunteers that allow for meaningful interactions with the patients and families we serve and also support the work and outcomes of clinical caregivers. We also provide opportunities for young people to explore health care careers and for baby boomers and retirees to continue to share their expertise in new ways.

- ***Burn Prevention and Investigation-*** Community based social service providers that perform home visits, child evaluations, injury investigations and social service planning/implementation in consultation with social service agencies or the City's Administration for Children's Services were provided an educational program addressing sources of burn injury, burn injury prevention and care of a burn injury and how these topics related to child and family safety by NewYork-Presbyterian Hospital/Weill Cornell staff. Topics included common etiologies of injury, methods for burn prevention, steps to take in the event an investigation reveals a child who has suffered a burn injury and tips to pass along to families and parents at risk of these injuries. Over 11,025 members of the community were served by this program in 2010, this is an increase of over 4,000 participants from 2009.
  
- ***Comprehensive Epilepsy Center-*** Widely acclaimed for pioneering achievements in research and clinical innovations, the Comprehensive Epilepsy Center provides a multidisciplinary approach to the complex medical and social needs of patients with seizures. An active branch of the internationally-regarded Neurology and Neuroscience Department at the NewYork-Presbyterian Hospital/Weill Cornell Medical Center, individuals and families receiving care through the Comprehensive Epilepsy Center have available to them the vast resources of one of the country's most prestigious medical and teaching institutions. The Center also conducts several community outreach events throughout the community, focusing on epilepsy awareness, and education. An average of 44 patients and their friends and family attended each of the 3 presentations that were part of Epilepsy Center's annual patient education program in 2010; 815 people in total attended Epilepsy Center events.
  
- ***Allen Lactation Support & Parent Education Program-*** There are various ways in which the Allen Hospital provides support services to child bearing patients. Prenatal childbirth classes are offered once a month to prepare expectant couples for labor and birth. Bilingual Breastfeeding classes are also offered. During the year, 4 weekly sessions of lecture, discussion and exercises were led by a trained childbirth educator instructor (RN). A breastfeeding DVD was shown with a question/answer session and the importance, benefits and management of breastfeeding (exclusively) was discussed. Bilingual lactation consultations to in-patient mothers and a monthly breastfeeding support group were also held. In 2010, 510 people participated in the lactation support and parent education program.
  
- ***Family Planning Center-*** NewYork-Presbyterian's Washington Heights Family Planning Center, operated by the Center for Community and Health and Education, serves more than 12,000 adolescent and adult women annually, with more than 22,000 patient visits. The Center is Northern Manhattan's largest provider of comprehensive family planning services. All services are bilingual, and no patient is turned away because of inability to pay. Two-thirds of the patients are from Washington Heights-Inwood, and nearly all the remaining

patients are from the South Bronx and Manhattan below 154th Street. Nearly 20% of the patients are age 19 or younger. The Family Planning Center has become widely recognized as an innovator of the new “Quick Start” method of contraception initiation. During 2010, the Family Planning Center provided over 34,000 patient visits, of which approximately 50% were at either no charge or at a discounted fee to the patient.

- ***Young Men’s Clinic*** – The Young Men’s Clinic, a discrete program of the Family Planning Center, is recognized nationally as model for male involvement in family planning and for addressing male’s general health needs with a focus on their reproductive health. In 2010-2011, a grant from the Robin Hood Foundation supported the expansion of the Young Men’s Clinic to serve a greater number of young men who are disproportionately uninsured. Thus, in 2010 2,200 men between the ages of 14 and 35 received clinical care at 4,120 visits. In addition, with the support of the Robin Hood foundation, the Family Planning Center/ Young Men’s Clinic launched a service called “Single Stop” which addresses the comprehensive needs of both male and female patients. Single Stop services include enrollment in health insurance and food stamps, Pharmacy Assistance for the uninsured; assistance with job training and placement; referrals to GED and English as a Second Language programs; housing assistance; referral to WIC programs; and referrals to free legal consultations. In 2010, Single Stop assisted 1,200 NYPH patients with these comprehensive social services and referrals.

### **c. Geriatrics**

- ***The Allen Hospital Health Outreach Program*** – The Health Outreach Program at NewYork-Presbyterian’s Allen Hospital is designed specifically to address the health interests and concerns of individuals 60 and older. This free membership program focuses on promoting healthy, active living through a variety of services, including free lectures and workshops by leading physicians and other healthcare specialists, individualized counseling and support groups by certified social workers, diverse social events, and assistance for caregivers, as well as free health and insurance screenings. Additionally, individuals who enroll in the Health Outreach Program are automatically entitled to join a national discount prescription program at no cost. The program also publishes a quarterly newsletter filled with informative articles about current health issues, citywide resources for older adults, and social event calendars providing the opportunity for new friendships. During 2010, the Health Outreach program served over 805 members. Key events included:
  - ***Health Insurance Information Counseling & Assistance Program***- weekly two (2) hour long scheduled sessions for individual Health Outreach members with a trained counselor.
  - ***NorMEP Walks***- Members go for walks in Inwood Hill Park on a weekly basis, if weather permits.

- ***Middle Eastern Belly Dancing Classes-*** for men and women are held on a weekly basis.
- ***Needle Arts Group*** – The Needle Arts Group is a self help program that met every Friday throughout 2009 and focused on enhancing socialization skills while teaching knitting and crocheting to Health Outreach members. Health Outreach members learned to make handmade baby clothes which they personally distributed to newborn infants at the NewYork-Presbyterian/Allen Nursery.
- ***Tai Chi Classes*** – Weekly classes led by a trained Tai Chi instructor were held throughout 2009 for Health Outreach members to promote healthy and active lives. On average, about ten (10) members attended each session.
- ***Meditation for Hypertension and Stress and Sit Down Yoga Classes-*** Members learn to relax and relieve stress from body, mind and spirit, build strength, flexibility, stamina, and muscle tone.
- ***Weekly Medical Lectures on a vast array of physical and behavioral*** topics geared towards an older audience.

#### **d. HIV/AIDS**

- ***HIV Counseling and Testing Services Program*** – The Emergency Departments (EDs) at NewYork-Presbyterian/Columbia and NewYork-Presbyterian/Allen were awarded a grant from the Medical and Health Research Association of New York City, a nonprofit health research and program development wing of the NYC Department of Health and Mental Hygiene. Both EDs now have on-site HIV counselors who offer patients in the ED free HIV testing with results available in less than 30 minutes.
- ***HIV Education, Counseling, and Testing in the Family Planning Center*** – The NewYork-Presbyterian Washington Heights Family Planning Center and Young Men’s Clinic currently participate in a three-year federal demonstration grant that enables the programs’ patients to be offered the HIV rapid test. Patients receive the results of the rapid test on the same day as their regular family planning visit, rather than having to return for a follow-up visit two weeks later. In 2010, 4,575 patients received rapid HIV testing.