

# LEGACY PARTNERS

THE WHITNEY-HARKNESS SOCIETY NEWSLETTER | SPRING 2018

## IN THIS ISSUE:

- 1 VISIONARIES**  
Tommy and Dayle Morello
- 2 ADVANCES**  
Peter M. Fleischut, MD
- 3 WAYS TO GIVE**  
Simple Estate Gifts
- 6 MEET THE PLANNED GIVING TEAM**
- 8 LEGACY MINUTE**  
NewYork-Presbyterian Hospital



## VISIONARIES | TOMMY AND DAYLE MORELLO

When he was a child, Tommy Morello’s parents taught him the importance of giving back. When it came time for Tommy and his wife, Dayle, to consider their own estate plans, his parents’ sage advice was on their minds. So was their desire to save lives.

Tommy’s interest in medicine began through his friendship with Antonio LaSorte, MD, a thoracic surgeon, and his assisting physician, Louis Borelli, MD, when the three men were volunteering to establish an open-heart surgical team in Binghamton, New York, in the 1970s. Tommy felt privileged to be part of that effort and hoped to continue the shared life-saving experience.

Unfortunately, Dr. LaSorte’s program was discontinued — open-heart surgery came to Binghamton several years later — but Tommy’s interest in medicine grew.

“Dr. LaSorte always had high praise for the hospital where he did his postgraduate surgical training,” says Tommy, referencing the institution that is today NewYork-Presbyterian/Weill Cornell Medical Center. Dr. LaSorte passed away in 2014, and Tommy mourned the loss of the trailblazing doctor who had been an inspiration and a friend.

**“ We both believe that giving to the Hospital is the right thing to do. *We are proud to contribute.* ”**

Tommy and Dayle came to a decision about their estate plans and turned to New York-Presbyterian’s Planned Giving experts. “We both believe that giving to the Hospital is the right thing to do. We are proud to contribute,” states Dayle.

## TRANSFORMATIVE HEALTHCARE: A DISCUSSION WITH PETER M. FLEISCHUT, MD



Senior Vice President and Chief Transformation Officer,  
New York-Presbyterian

### Can you talk about your role as Chief Transformation Officer at New York-Presbyterian?

My team's mandate is to standardize and virtualize care — and to scale our solutions across the entire New York-Presbyterian enterprise. Among our focuses are telemedicine, artificial intelligence, machine learning, robotic process automation, and robotics.

“Virtualization” may not be a word we're used to hearing around healthcare, but the digital revolution is altering the way we work, live, and interact. Artificial intelligence, big data, and robotics are disrupting business because of quantum computing and much more. These advances are impacting today's healthcare industry in fundamental ways and changing the future of medicine. It may sometimes make us apprehensive, but we at the Hospital feel that combining the latest technologies with healthcare is the future and that innovations in telehealth will help us provide better-quality and better outcomes for more people.

### What is telehealth, and how can it further New York-Presbyterian's mission of care?

“Telehealth” is a combination of “tele,” for telecommunications technologies, and “health.”

Just like the telecommunications technologies that we use in our daily lives, such as Skype or FaceTime, which bring physical meetings with our friends and family into the virtual environment of our laptops and phones, telehealth combines the physical with the virtual — for our health.

In order to deliver the best healthcare to the largest number of people, we need to harness the power of both physical and virtual delivery systems of medicine. The launch of the David H. Koch Center, New York-Presbyterian's new ambulatory care facility, is one great example of the physical. The Center is a benchmark in quality of care. To deliver the same high-quality experience, virtually, requires that we use the latest technologies. We need a transformation in telehealth, and this is what we've undertaken with NYP OnDemand.

### Can you tell us about NYP OnDemand?

NYP OnDemand is the name of New York-Presbyterian's telehealth services. We designed these services with the best patient care in mind. With these services, we get the right doctors to the right person at the right time. Since this initiative's

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launch in July 2016, NYP OnDemand has quickly grown to become the premier digital health platform in the nation.

Made possible by visionary philanthropy and foundation support, these services empower patients to become more actively involved in their care by simplifying communication with providers and facilitating collaboration between doctors.

continued on page 4

## BEQUESTS AND BENEFICIARY DESIGNATIONS: SIMPLE ESTATE GIFTS

Like Tommy and Dayle Morello, many of our generous donors have included New York-Presbyterian Hospital in their estate plans. These friends have found that bequests are great ways to support the Hospital while not affecting their cash flow or portfolio today.

### A Bequest Through Your Will or Living Trust

A bequest may take several forms. You may give a specific dollar amount or a specified item of property through your estate. You may also choose to bequeath a percentage of the residuary of your estate. (The residuary is the amount available for distribution to named beneficiaries after specific bequests and estate debts and expenses are paid.)

To create a bequest for New York-Presbyterian we suggest the following language:

“I give, devise, and bequeath to New York-Presbyterian Fund, Inc., a corporation created under the New York State Not-for-Profit Corporation Law and located in New York City, New York, (the sum of \$\_\_\_ or \_\_\_% of my residuary estate) to be used for the general corporate purposes of New York-Presbyterian Hospital as its Board of Trustees shall determine.”

(New York-Presbyterian Fund, Inc. exclusively supports New York-Presbyterian Hospital. The Tax Identification Number for New York-Presbyterian Fund, Inc. is 13-3160356.)

### Beneficiary Designations

Naming the Hospital on a beneficiary designation form is, perhaps, the easiest and quickest way to support state-of-the-art, compassionate healthcare.

### IRAs and other qualified retirement plan designations

You can designate the Hospital as the ultimate beneficiary of your IRA or other retirement account. To do so, simply complete a beneficiary designation form and return it to the plan's custodian.



Naming the Hospital as beneficiary of a qualified retirement plan may avoid onerous income and estate taxes that otherwise might be due.

### Life insurance beneficiary designations

The Hospital can be named as a beneficiary of an existing life insurance policy. You would simply complete and return to the insurance company a form designating the Hospital as recipient of all or a portion of the ultimate benefit associated with the policy.

### Payable on Death (“POD”) and Transfer on Death (“TOD”) account

A POD or TOD account allows for the money remaining in the account, when the account owner passes, to go directly to the beneficiary named. POD/TOD accounts can be created for most bank and investment accounts. To create a POD/TOD account, you simply complete a form instructing your bank or investment account administrator to pay to your favorite charity all or a portion of what remains in your account at the end of your lifetime.

**Donor Advised Fund designations** If you have a Donor Advised Fund account, you are generally able to recommend in advance that, upon your passing, the balance in your account or a lump-sum grant be paid to the Hospital.

Please name the Hospital on any of your beneficiary designation forms as “New York-Presbyterian Fund, Inc.”

## TRANSFORMATIVE HEALTHCARE: continued

A quick breakdown of several of NewYork-Presbyterian's telehealth services includes live video visits for the rapid treatment of non-life-threatening emergency conditions; second opinions for patients outside the tri-state area made possible through an online portal; inter-hospital digital consultations that help our physicians collaborate on patient cases; online pre-operative and follow-up appointments; and virtual psychiatric visits, which allow patients to meet with doctors without traveling to their offices.

*What are the advantages of NYP OnDemand's telehealth services?*

Telehealth can virtualize, standardize, and regionalize the delivery of NewYork-Presbyterian's world-class care by enabling patients, doctors, and other providers to perform a broad range of web-based healthcare interactions.

However, expanded access cannot come at the cost of the patient's experience. In fact, the most important part of my job is ensuring that our telehealth advances are preserving the doctor/patient relationship to be as good as, if not better than, it is without this technology. Imagine a typical emergency department visit, which can be loud and distracting. With the launch of NYP OnDemand, less critical emergency department visits can be conducted in a quiet room that looks like a doctor's office, where the patient speaks with the doctor one-on-one through a digital connection on a screen. This model of digital urgent care has reduced the length of non-critical emergency visits and delivered great value to patients and providers. Emergency Care is just one of the many programs across our enterprise to be enhanced by telehealth. With NYP OnDemand, there's so much more in the pipeline. continued on page 7

## ANNUAL TAX-FREE GIFTS FROM YOUR IRA

Did you know you can take a distribution from your IRA—pay no tax on the withdrawal—and donate that sum to a qualified charity such as NewYork-Presbyterian Hospital? If you are 70 1/2 or older, you can make charitable gifts totaling up to \$100,000 each year from your traditional or Roth IRA without incurring income tax on the withdrawal.

And your tax-free withdrawal will count toward satisfying your annual required minimum distribution.

Retirement funds are often one of the most highly taxed assets of an estate and may be eaten up by income and estate taxes. With this unique opportunity, you can avoid taxes and support the life-saving work of NewYork-Presbyterian.

For more information about a tax-free gift from your IRA to NewYork-Presbyterian, please complete the reply sheet in this newsletter and return it to us, or log on to our website at [give.nyp.org/IRA](http://give.nyp.org/IRA).

## VISIONARIES | TOMMY AND DAYLE MORELLO

continued

Genuine caring in every interaction is what impresses the couple most about NewYork-Presbyterian. Tommy says, "Everywhere you go in the Hospital, you're greeted by people with smiles on their faces."

“ They are committed to helping ensure the future of NewYork-Presbyterian as a world-class, life-saving medical center. ”

From leadership to housekeeping, they are there for patients and patients' families. They're happy to be there — and it shows.”

The Morellos know that the Hospital's impact is far-reaching. With leading specialists in every field of medicine, the advances pioneered at NewYork-Presbyterian have improved the lives of people everywhere.



Tommy and Dayle are proud members of the Whitney-Harkness Society, the society for generous friends who have remembered the Hospital in their estate or financial plans. They are committed to helping ensure the future of NewYork-Presbyterian as a world-class, life-saving medical center. "When some hospitals say, 'There's nothing we can do,' this hospital says, 'There is something we can do,'" notes Tommy.

By supporting NewYork-Presbyterian through their estate plans, Tommy and Dayle Morello are doing something important and meaningful — continuing a family legacy by making a mark on many lives. They invite you to join them in support of NewYork-Presbyterian and, by doing so, you too can contribute to the *amazing things* happening here.

**NYP OnDemand**  
URGENT CARE



Conduct a video visit with one of our board-certified emergency medicine physicians right from your phone, tablet, or computer. Consider using urgent care for the flu, cold, rash, or other non-life-threatening illnesses and injuries.



Download on the App Store | GET IT ON Google Play

 **AMAZING THINGS ARE HAPPENING HERE**

**NYP OnDemand**  
SECOND OPINION



Get a written second opinion from a world-class specialist in just five business days without leaving home using our secure online service. You might seek an NYP OnDemand Second Opinion if you are considering a big medical decision or looking to confirm a diagnosis for cancer or a neurological condition.



Well Cornell Medicine | NewYork-Presbyterian | ColumbiaDoctors

Visit [nyp.org/secondopinion](http://nyp.org/secondopinion) for more information

## HOW TO ACCESS NYP ONDEMAND FOR THE BEST CARE, TODAY

Accessing NYP OnDemand, our suite of online services, is as easy as 1, 2, 3:

1. To access the services on your computer, tablet, or mobile phone:

- Download the app from the App Store or from Google Play at [www.nyp.org/ondemand](http://www.nyp.org/ondemand); or
- Use your mobile phone: text “NYP” to 69697 to receive the download link.

2. Once you have downloaded the NYP App to your device, you can quickly and easily connect with NewYork-Presbyterian doctors online.

3. Now you are ready to address health issues through our secure and confidential online service. Have a virtual doctor visit; access urgent care services; get a second opinion; find physicians and more. One app puts all of these services at your fingertips — when and where you need them.

Want to learn more about how NYP OnDemand helps the Hospital improve patient care and satisfaction?

Visit [www.nyp.org/ondemand](http://www.nyp.org/ondemand) to see NYP OnDemand in action.

## MEET THE PLANNED GIVING TEAM



From left to right: Lynn Hoyte, Nick Pitaro and Austin Wrubel

Our Planned Giving team is available to answer your questions about gift options, such as bequests, charitable gift annuities, charitable trusts or tax-free giving from your IRA. We would be pleased to consult with you and/or your advisors, in confidence and with no obligation.

Please contact us using the enclosed reply card, or feel free to call, write or email us at:

646-317-7499 or [legacy@nyp.org](mailto:legacy@nyp.org)  
or visit [nyp.org/giving/planned-giving](http://nyp.org/giving/planned-giving)

## TRANSFORMATIVE HEALTHCARE continued

*What has been the impact of NYP OnDemand?*

We’ve done more than 15,000 of these virtual visits to date, improving the doctor/patient relationship. One of the more comprehensive digital health programs in the country, NYP OnDemand has transformed how we deliver care by improving quality of care, expanding access, and reducing the total cost—all of which directly impact our patients. NYP OnDemand’s clinical benefits have far exceeded our initial expectations, and we are proud to report a 95 percent patient satisfaction rate for services offered. Compare that with Google’s 82 percent satisfaction rate, and we’re on the right track.

“ In fact, the most important part of my job is ensuring that our telehealth advances are preserving the doctor/patient relationship...”

Our NYP OnDemand app has been downloaded more than 30,000 times since the launch, and the number of users has doubled every month.

For patients, much of the benefit boils down to time and energy — and even lives — saved. For instance, with our emergency department video conferencing, patients experience an 80 percent reduction in emergency department admission to discharge time. For those patients requiring a second opinion, our digital program delivers potentially life-saving options to patients in 42 states and reduces a patient’s wait time from an average of 64 days to one or two days. To date, 23 percent have received a change in diagnosis as a result of this service. Across all the services we offer, we’re on target to do 100,000 virtual visits in 2018.



*What’s upcoming for NYP OnDemand?*

Our plan is to increase our current volume to 250,000 virtual visits in 2019. That will make us the leading hospital providing telehealth services in the nation. We’ve been expanding to our campuses in four of New York City’s boroughs to expand the reach of our world-class expertise. For example, there is a shortage in behavioral health physicians, but we can now conduct tele-psychiatry visits that reduce by half the amount of time a patient waits to be seen.

Through key partnerships, we increasingly reach patients where and when they need care. We’ve launched NYP OnDemand on all Samsung phones in the country, and patients can access the program on Apple phones by simply downloading the app. We’re also partnering with Walgreens at several Manhattan locations, so patients can see a provider, virtually and privately, within minutes using an NYP OnDemand kiosk, and we’ve got more locations coming soon.

We are also focused on increasing remote patient monitoring of vital signs, such as heart rate and blood pressure, as another way to reduce costs while improving the patient’s experience by allowing them to remain at home when possible. We recently launched a small program of tele-paramedics to help prevent hospital readmission of discharged cardiac patients. And we’re exploring doing more routine follow-up visits with a doctor, virtually, in much the same way that you would FaceTime with your kids or grandkids. It’s all very promising and very exciting.



Taken in 1869, this photograph captures the original site of New York Hospital in modern-day Tribeca in Lower Manhattan.

*Courtesy of: Milstein Division of United States History, Local History & Genealogy, the New York Public Library, Astor, Lenox and Tilden Foundations.*

NewYork-Presbyterian's founding history is deeply intertwined with that of both New York City and modern medicine. Founded in 1771 and built on the west side of Broadway (at what is today Thomas Street, before that street was opened) in Lower Manhattan, The Society of the Hospital of the City of New York in America was the first hospital founded in New York and the second oldest in the nation. A serious fire and the Revolutionary War

delayed the opening until 1791. In the interim, the building was occupied by British soldiers and used as a military hospital, as well as a laboratory to study human anatomy. Our doctors pioneered modern surgery, published the nation's first pharmacopeia, and introduced a vaccination against smallpox. Even in its nascent years, the Hospital was deeply committed to its trifold mission of exceptional patient care, medical research, and education.

**For more information, please contact:**  
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**Senior Director of Planned Giving**  
**646-317-7499 or [legacy@nyp.org](mailto:legacy@nyp.org),**  
**or visit [nyp.org/giving/planned-giving](http://nyp.org/giving/planned-giving)**

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