

New York Methodist Hospital
Community Service Plan – Year One Update

1. Mission Statement

There have been no changes made to New York Methodist Hospital’s Mission Statement.

2. Service Area

The primary service area for New York Methodist Hospital continues to be Kings County (the borough of Brooklyn).

3. Participants and Their Role

At the time of submission we stated that the participants we consulted included the following organizations:

- **NYM Community Council**
- **Park Slope Civic Council**
- **Community Board 6**

- New York Methodist Hospital made presentations to each of these groups regarding the Community Service Plan and the selection of the ***Prevention Agenda Priorities***. The feedback we received indicated that most group members considered *Physical Activity and Nutrition* to be the most important area for focus. Other responses were mixed, with *Mental Health/Substance Abuse, Healthy Mothers, Healthy Babies, Healthy Children, Access to Quality Care, Healthy Environment, and Tobacco Use* all included.
- NYM chose to focus on *Physical Activity and Nutrition* due to the overwhelming response from our participants as well as extensive research on the need in our area, and the available resources at the Hospital.
- Based on relevant health and demographic data, and considering current Hospital resources, and the availability of support and interest from partner agencies, New York Methodist selected *Chronic Disease* as its second public health priority.

- NYM continues to meet quarterly with its **Community Council** members and regularly sends representatives (and sometimes hosts) meetings of the **Health and Human Services Committee of Community Board 6** and the **Park Slope Civic Council**. In addition, we have worked with (and Lyn Hill, vice president for communication and external affairs at NYM, has recently joined the board of) the **Greater Brooklyn Health Coalition (GBHC)**.

4. Identification of Public Health Priorities

Physical Activity and Nutrition – the goals listed for this health priority were as follows:

- To reduce the number of obese children, ages two to 16 in the Brooklyn neighborhoods we serve.
- To reduce the number of obese adults in the Brooklyn neighborhoods we serve.
- To increase the percentage of children and adults engaged in some type of leisure physical activity.
- To increase the percentage of adults eating five or more fruits or vegetables per day.
- To increase the percentage of WIC mothers breastfeeding at six months.

Chronic Disease – the goals listed for this health priority were as follows:

- To reduce the prevalence of diabetes in adults.
- To reduce diabetes' short-term complication hospitalization rate (per 1,000) for patients, ages six to 17 and age 18 and above.
- To reduce the number of coronary heart disease hospitalizations.
- To reduce the congestive heart failure hospitalization rate.
- To reduce cerebrovascular (stroke) disease mortality.
- To reduce cancer mortality, with special attention to breast, cervical and colorectal cancer.

With regard to our collaborative plan, the following organizations were listed as our partners:

- **Prospect Park YMCA**
- **Prospect Park Audubon Center**
- **Prospect Park Alliance**
- **MetroSports Med**

- **Secondary School for Research**
- **Brooklyn Botanic Garden**
- **CAMBA**
- **WIC Center**
- **Emergency Medical Services (FDNYC/EMS)**
- **American Heart Association**
- **American Cancer Society**

We have expanded our partners to include:

- **Friends of the Congressional Glaucoma Caucus Foundation**
- **American Dental Association**
- **Greater Brooklyn Health Coalition**
- **World Alliance for Breastfeeding Action (WABA)**
- **La Leche League International**
- **Brooklyn College**

- The scope of the plan has remained the same. The main challenges we face are limited resources. We are still working to meet the goals we have listed.

Non-Prevention Area Programs:

- **Schooltours/Schooltalks**
 - Class groups from preschool to high school receive tours of various areas of the Hospital including the Department of Radiology, the Laboratories, the Department of Food Services, etc.
 - Hospital speakers are available to provide relevant health-related lectures or workshops to classroom groups, assembly groups or groups of parents at PTA meetings.
- **Speakers Bureau**
 - Hospital speakers are available to speak on a variety of health and medicine-related topics, to community groups at senior centers, community centers, churches, synagogues, health fairs, etc.
- **Health Fairs/Screenings**
 - The Hospital participates in numerous neighborhood and community health and street fairs, providing informational brochures, promotional items and free health screenings.
- **Health Literacy Project**

- Hospital volunteers are trained to work with individuals from underserved communities who may need help understanding physicians' instructions, following prescription directions, reading labels, etc.
- Health Information Columns
 - Hospital physicians provide regular health-related columns on a variety of current medical issues to *Brooklyn Parent* magazine, *Brooklyn Family* magazine, *The Brooklyn Daily Eagle*, *The Brooklyn Paper* and the *Tablet*.
- Health Information Materials on Website
 - The Hospital website contains a complete section with objective non-marketing related, medical information on a vast variety of topics.
- Pastor's Clinics
 - Each year, the Hospital sponsors three separate clinics during which approximately 12 pastors or pastors' spouses stay at the Hospital for five days. During this time, they receive extensive physical examinations and medical screenings and also are provided with classes and lectures on numerous current health and hospital-related topics including hospital, administration, end-of-life issues, hospital financing, new medical technologies, etc.
- Support Groups, Enrollment Assistance in Public Programs, Informational Brochures
 - The Hospital sponsors groups such as the *Bereavement Support Group*, *Breastfeeding Support Group*, *Cancer Support Group*, "*Look Good . . . Feel Better*" and the *Senior Health Seminar Series*.

5. Update on Plan of Action

Physical Activity and Nutrition:

NYM continues to offer community programs and services, including:

- BeFit Pediatric Weight Management Program in cooperation with the **Prospect Park YMCA**.
- Surgical Weight Reduction Program Support Group.
- Free Physical Examinations for student athletes at the Secondary School for Research.
- Lactation Support Program.
- Participation in World Breastfeeding Day.

- In 2009, NYM produced the following number of outreach Activities

NYM Community Service 2009		
NYM On Campus/ Satellite Location	Health Fairs	28
	Lectures	20
	Special/ Holiday Events	10
	Visits	19
	Schooltours	8
	Other	3
Total Events Documented		88
Total Served		5521
Off Campus/ Community	Lectures	66
	Health Fairs	31
	Special Events	3
	Other	0
Total Events Documented		100
Total Served		9266
GRAND TOTAL EVENTS		188
GRAND TOTAL SERVED		14,787

New Strategies:

Exercise Activities for the Whole Family:

- NYM pediatricians recently attended the **National Environmental Education Foundation’s (NEEF)** Children and Nature Initiative training workshop at the Prospect Park Audubon Center. The workshop included presentations on the health benefits of nature and outdoor activity, prescribing nature, and nature programming to increase children’s activity levels, as well as a discussion of individual action plans.

Prescription for Outdoor Activity Program:

- As a result of attending the **NEEF** training workshop, some of our physicians have begun “prescribing exercise” for children and adolescents and handing out informational brochures on staying fit. These materials were provided to them as part of attendance at the workshop. In addition, obese teens are being referred to our pediatric weight specialists.

Grow Food, Not Fat Program

- We have experienced some challenges concerning our “Grow Food Not Fat Program,” with regard to finding the optimum methods and venues in which to disseminate our message. We have been successful in partnering with the **Brooklyn Botanic Garden**, and have arranged to teach one session on nutrition to classes in high schools enrolled in the Garden’s food sciences program. We’ve been less successful in working with **CAMBA**, due to lack of an education space at their facility. We are currently examining the best ways to reach the most food pantry users, so we can educate them on food choices for a healthy lifestyle.

Healthy Eating Education

- NYM’s pediatric dental education program (funded through a grant from the NYS DOH, in partnership with the **American Dental Association**) includes a healthy eating component in information sessions for children and parents. The importance of choosing water or milk over soda, as well as fruits and vegetables before candy are stressed in the educational workshops.

Chronic Disease:

NYM continues to provide relevant community programs and services, including:

- regular diabetes screenings and lectures through NYM’s Diabetes Education and Resource Center
- on-hold phone messages
- press releases/columns
- community eye screenings
- foot screenings
- blood pressure screenings
- lectures

In planning these programs, we have worked together with and drawn resources from NYM services including the Comprehensive Stroke Program, the Department of Radiation

Oncology, the Ambulatory Infusion Center, the Division of Cardiology, the Division of Endocrinology and the Department of Cardiothoracic Surgery.

New Strategies:

- We created and maintained a new partnership for conducting free eye examinations. We now work with **Friends of the Congressional Glaucoma Caucus Foundation** to provide free glaucoma screenings on World Diabetes Day and Diabetes Awareness Day.
 - Since the development of a Pulmonary Hypertension Center to treat patients suffering with this chronic disease, we have partnered with the **Pulmonary Hypertension Association** to offer a new service, the Pulmonary Hypertension Support Group. The group is meant to connect people suffering with PH and educate them on treatments and new developments.
 - We have also begun monthly smoking cessation workshops (open to employees and community members) in conjunction with community lectures to pre-teens on peer-pressure and smoking prevention, and community lectures for adults on the importance of smoking cessation.
- Strategies designed to disseminate information on diabetes prevention and detection and information on coronary heart disease on the NYM web site have been implemented. Our Diabetes Resource and Education Center has provided helpful tips for living with diabetes, including a downloadable Healthy Eating Guide. This information can be found at:
- <http://www.nym.org/For%20Patients%20&%20Families/The%20Institute%20for%20Diabetes%20and%20other%20Endocrine%20Disorders/Diabetes%20Center%20How%20We%20Help.asp?strCategory=C002>
- Our Division of Cardiology has provided educational information on coronary heart disease, including a description of the disease, its symptoms, and preventive measures and treatments. This information can be found at:

<http://www.nym.org/For%20Patients%20&%20Families/The%20Institute%20for%20Cardiology%20and%20Cardiac%20Surgery/Coronary%20Artery%20Disease.asp?strCategory=C002>

- We applied to several congressional representatives serving neighborhoods also served by NYM for a federal appropriations funding to enable us to expand diabetes self-management education, currently available through the Hospital's on-campus Diabetes Education and Resource Center, to four ambulatory centers spread throughout Brooklyn. We expect to be notified about the grant funding before the end of the year. If we receive the funding, we will be able to begin implementing the extension of this program in 2011.
- NYM assumed a leadership role during the **American Heart Association's** Brooklyn Heart Walk in October 2009. Our chairman of cardiothoracic surgery served as a chairman of the event and Hospital employees not only raised over \$20,000 but provided over 100 people with free blood pressure screenings and heart disease prevention information and education at the walk.
- As projected, our Stroke Center achieved the "Get With the Guidelines 'Gold Award,'" from the **American Heart Association/American Stroke Association**
- NYM's Cancer Patient Navigator Program has been implemented through our collaboration with the American Cancer Society. The ACS Patient Navigator Program links cancer patients and families to a trained cancer education and support specialist – known as a "patient navigator" – who is stationed at various treatment areas, several days a week, to serve as a personal guide to patients and caregivers as they face the psychosocial, emotional and financial challenges that cancer can bring. Since implementation of the Program in October 2009, the patient navigator has worked with over 800 NYM patients, helping them with transportation and treatment and generally guiding patients and families through the cancer journey.
- Our new smoking cessation workshops and Pulmonary Hypertension Center will also impact other Prevention Agenda Health Priorities such as *Tobacco Use*.

6. Dissemination of the Report to the Public

After the submission of New York Methodist Hospital's Community Service Plan last September, the Hospital sent out a press release to local media informing them that we had submitted our Community Service Plan and that it was available on our web site.

It can be accessed at the following link:

<http://www.nym.org/upload/document/CSP.New%20York%20Methodist%20Hospital%202009.pdf>

7. Changes (Actual or Potential) Impacting Community Health, Provision of Charity Care, and Access to Services

No changes that would impact the care of the community, financial assistance and/or access to health care have occurred and none are currently anticipated.

8. Financial Aid Program

Recent developments in our financial aid program include:

- As part of the orientation process, newly hired staff members now receive training in financial aid/charity care. A post-test is given to ensure that all staff members are aware of our financial aid program. *New resident physicians are also trained and given the post-test during their orientation**
- Because our registration process has been decentralized, we provided financial aid/charity care training for employees who are now performing the registration function in each Hospital area. This challenge has been successfully met. *Continuous training is provided**
- We have an indicator in our computerized registration system that allows us to note that a financial aid brochure was given to the patient.
- Financial aid brochures are available in several languages, chosen to mirror the languages most often spoken by our patients. However if a patient or family member cannot understand any of the languages in which the brochures are printed, we can request an interpreter via our language bank or telephone service. Two staff members from our offsite finance office have been moved to the main Hospital campus so as to be more visible and accessible for patients requesting Medicaid and financial aid information. A central office has been assigned to

process all financial aid applications and respond as necessary. *Through our NYM website Financial Aid information (in addition to other billing information) can be accessed by our patients and/or the public.**

- *All bills direct the patients and/or the guarantor to the proper office for answers to their questions, or guide them to our website.**

**Indicates changes that have been made this year.*